JUNE 28, 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

One foot in heaven...

Slippers are a symbol of comfort . . . part and parcel of the joys of "home, sweet home."

Slippers, in a way, symbolize the manner in which Fort Industry Stations shape and adjust themselves to fill the needs and desires of the communities they serve!

Important to advertisers, their messages are attentively listened to on these stations which are a part of the everyday home life of their listeners. More, Fort Industry Stations are alert to trends and take the initiative in progressive programming. And it's this progressiveness, plus the fact that they are an integral part of community life, that makes them extra valuable to advertisers.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

"92% listen to WLS? I'd expect that"

CLYDE YODER
Hatchery man
Morocco, Indiana

NEWTON COUNTY, Indiana, is 100% rural—not a town in it over 2,500 population. Largest is Kentland, then Morocco with 1,608 population, home of the Morocco Electric Hatchery, complete with feeds and other poultry supplies.

It is operated by Mr. and Mrs. Clyde Yoder, with their son, Russell. The Yoders moved to Morocco 21 years ago after farming for 19 years near Pekin, Illinois. They started the hatchery in 1930. Farming is still in the Yoder blood, however; Russell lives on a small poultry farm at the edge of town, with his wife and four-year-old boy.

They are around farm people enough to know that WLS is the leading station in Newton county. BMB shows 92% listening day and night. And the Yoders have had opportunity to feel the impact of this listening. Several times, after a WLS feed advertiser has mentioned Morocco Electric Hatchery to be dealer in this particular brand, as reported by Russell, "Quite a number have come in to say they heard 'our' program on WLS."

Mail, too, shows the high degree of listening to WLS. Last year from the 2,630 radio homes, we received 3,626 letters—*138% response!*

Here then is evidence of listening . . . *and of response.* Yet this is the story of only one county in the *four-state* Major Coverage Area of WLS. For complete details . . . on why they listen . . . where they live . . . specific stories of how and why they respond, ask your John Blair man.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

Down to earth selling

through the dealers' home-town station

Every field has to be planted. You don't reap much of a crop if you leave large areas idle.

Sometimes advertisers pick a couple of big markets in New England and expect the rest of New England to hear about it and queue-up at the counters. It doesn't work that way.

If you want to sell New England, you need local co-operation in every market. The way to get it is to give local dealers some local co-operation, too.

The effective medium is the dealer's own Yankee home-town station.

There are 23 of these Yankee stations — each providing direct access to a key market. This is the best one-package buy in New England, because it gives you the most complete coverage of city and suburban trading areas throughout the six states.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

BENTON & BOWLES, New York, planning to cut audition network show in two months to be submitted to Assn. of American Railroads, Washington.

STRONG move is developing among established telecasters to have FCC pipe down on high-band TV because of depressing effect on low-band set sales and because it's contended several years will elapse before feasible high-band operation can begin. NAB and RMA will be importuned to lead fight.

J. M. MATHES Inc., New York, auditioning program titled *Elmer and Elsie* (names of Borden cattle) for Borden Co. Designed to interest firm in show for Borden's instant coffee. Account currently handled by Kenyon & Eckhardt, New York. Coffee product not now using radio.

NBC will fight to finish against bootlegging of its TV programs by taverns or hotels which assess cover charges or otherwise solicit trade on basis of TV reception. Importance of economic aspects may be gleaned from NBC's deal on Louis-Walcott fight with Paramount Theatre in New York and Fox in Philadelphia for large-screen pickup (story page 28). Understood price runs between $2500 and $5000 for each pickup.

GIANT RADIO promotion plan for Borden Co. believed to have been projected at closed luncheon meeting last week of top executives of Borden, Kenyon & Eckhardt, its agency, and William S. Paley, chairman of CBS board, and Frank Stanton, CBS president.

NETWORKS privately fretting over some aspects of NAB Standards of Practice, including contest rules, due to long-term contract commitments with sponsors. Top-level network officials to meet very soon with NAB President Justin Miller to go over problem.

VIDEO CAMPAIGN for RKO-Radio pictures using trailers for RKO movies in the works at Foote, Cone & Belding, but has not yet reached time-buying stage.

ABC WESTERN DIVISION, seeking to bolster its sales position, has set aside 30 quarter-hours weekly which may be offered to would-be sponsors with guarantee against pre-emption. Of 30, ten are currently sponsored.

SO DETERMINED is FCC Chairman Wayne Coy to clean up so-called processing line of applications involving broadcast services that he has served notice he'll personally take over engineering task if work now about year behind, isn't expedited.

WARNER BROS. officials see no difficulty in obtaining FCC approval of their bid for

(Continued on page 94)

Upcoming

June 28-29: CBC Board of Governors, Windsor Hotel, Montreal.

June 30-July 9: Inter-American Assn. of Broadcasters, Buenos Aires.

July 12-15: Democratic National Convention, Philadelphia.

(Other Upcomings on page 28)

Bulletins

COMPLAINT against Fort Industry Co. by IBEW charging unfair labor practices on ground employe was discharged for union activity was dismissed Friday by National Labor Relations Board. Board also denied union request for oral argument and rehearing.

TELEVISION FUND Inc., new Chicago investment firm, filed registration Friday with Securities & Exchange Commission covering proposed offering of 4,987,000 shares of common stock.

BENTON & BOWLES SENDS STEELE TO HOLLYWOOD

L. T. STEELE, vice president of Benton & Bowles, who has been serving as radio director of agency's New York office, will transfer Aug. 1 to Hollywood as general manager of B&B operations there. Robert Buckley, account superintendent of Dancer-Fitzgerald-Sample, joins B&B in New York this week preparatory to assuming Mr. Steele's duties in radio department. Albert Kay of B&B Hollywood office elected vice president of agency.

L & M ELEVATES TWO

LENNEN & MITCHELL, New York, last Friday elected two vice presidents, Walter M. Swertfager and Hans Sauer, to board of directors, Philip W. Lennen, board chairman announced.

Business Briefly

TIME TRIAL ● General Time Instrumen Corp., non-radio user, trying television weeks with one minute movies, featuring B Ben-Westclox or Seth Thomas clock, on WBK Chicago starting June 30, Wednesdays 7: p.m. Experiment will determine use of vid extensively. Agency, BBDO, New York.

SET CAMPAIGN ● Ansley Radio & Tele sion, Trenton, N. J., spending about $350,0 in campaign beginning in July or Augu Regional radio probable. Agency, Chernow C New York, with Marshall F. Bachenheim account executive.

MORE LORILLARD ● P. Lorillard Co. (O Gold cigaretts) has bought additional 15-mi ute segment of *Stop the Music* on ABC, Ju 27, through Aug. 29. Firm already sponsor last quarter hour of show, heard Sunday 8-9 p.m.

TIDE PROMOTION ● Procter & Gamble e pected to promote Tide on new *Red Skelt Show* starting Oct 1, Fri., 9:30-10 p.m. NBC. Agency, Benton & Bowles, N. Y.

STRATOCAST OF FIGHT PREVENTED BY ICING

STRATOVISION telecast of Louis-Walcott fight from B-29 experimental plane called off at 9:43 p.m. Friday as ice formed on antenna (Stratovision story page 27).

Plane was to have picked up fight telecast from WNBW Washington, Channel 4, outlet, rebroadcasting at height of 25,000 feet over Pittsburgh on Channel 6.

Icing anticipated in Stratovision, Westinghouse officials explained, plans calling for heating device on antennas as well as plane itself. De-icers not used in tests, however.

WLWT Cincinnati, WWJ-TV and WBEN-TV Detroit, Channel 4 outlets, had agreed to stay off air during fight to permit clear pickup from ground by plane.

Goldsmith Plan Adds 8 TV Channels

ARMED with maps and technical exhibits, Dr. Thomas T. Goldsmith, research director of Allen B. DuMont Labs., is slated to unveil plan for creation of eight new television channels at FCC hearing this week on nation-wide video allocations (story page 38).

Five new channels would be added above FM's 108-mc ceiling in present 88-174 mc band between Video Channels 6 and 7, and three would be added above present Channel 13, which extends to 216 mc, under DuMont proposal.

Addition of eight would give television 20 channels, which DuMont claims are necessary to provide effective nation-wide service.

Company has prepared 16-foot map of U.S. showing Commission's proposed allocations and potential interference which would result "in many areas," it was learned.

New and startling data promised on distances reached by television signals, designed to show fallacy in "horizon" theory. Actually, according to DuMont exhibits, interferences between co-channel stations are becoming severe as more and more stations get into operation. DuMont's proposal for additional channels is bedrock of suggestions it will offer for solving "complications" which it foresees in FCC's 12-channel allocation proposal.

CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

"I've got him in the hollow of my head," says JANE, as **mr. ace and JANE** *resume their nit-witty air adventures*

Another Top CBS Show Helps Make WMT Aces High in Reaching Eastern Iowa's Prosperous Millions

goodman ace is in lower case, and JANE is capital as ever in the new half-hour version of the famous *Easy Aces* program. Writer, producer, director, and co-star of the program, mr. lower-case ace is as talented as WMT when it comes to holding a loyal audience. Sponsored by General Foods, the show is one of many CBS features reaching WMT's prosperous farm-and-industrial market. For ace-in-the-hole dominance of a potential audience of 1,131,782 (within the 2.5 MV line) use WMT — Eastern Iowa's only CBS outlet. Ask the Katz man for full details.

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

WIP Produces

Example #3

The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P. M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they've *proven* that WIP produces.

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC - Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
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William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

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• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

WSIX paves the way

A REFINER of gasolines and oils paves the way to his scores of filling station outlets via WSIX . . . For over five years this nationwide distributor has used a strip of programs totaling 3½ hours a week . . . Such a record of renewal is repeated by a long list of national, regional and local sponsors. They count on WSIX for sales coverage of Nashville's rich 51-county retail trade area. Ask your nearest Katz representative about the ways WSIX may help with your sales.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE
5000 W • 980 KC

THE KATZ AGENCY, Inc.
National Representative

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!

The Swing is to WHB in Kansas City

For spectacular results, the kind you'd get by dropping a sparkler into a box of pin-wheels, join the Swing to WHB in Kansas City. Operating full time on an excellent, low frequency, WHB is loaded! And with 10,000 watts, we've got more power than a string of cannon crackers. Rates are unchanged. So skyrocket July sales by celebrating your personal independence from advertising worries. Join the Swing to WHB!

See your John Blair man for availabilities.

WHB
10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

CHARLES CURTIN, former manager of WMTW Portland, Me., joins John C. Dowd Inc., Boston, as radio and television director. He formerly was with CBS and Yankee Network.

BETTY POWELL, timebuyer with BBDO, New York, for two years, resigns July 1 to join H. B. Humphrey Co., New York, as chief timebuyer.

NORMAN STROUSE, vice president of J. Walter Thompson Co., named manager of agency's Detroit office effective July 1, succeeding FRED FOY, who has joined Koppers Co., Pittsburgh, as vice president.

Mr. Strouse

LEE M. BARNETT, former head of promotion and publicity for Goldring Inc., New York, joins Chernow Co. Inc., New York, as executive vice president, treasurer, and board member.

ROBERT L. PICKERING Adv. formed at 251 Post St., San Francisco. With Mr. Pickering are: MARY LEWIS, former account executive for Brisacher, Van Norden & Staff, and RUTH LEE HARRINGTON, former freelance writer.

JOHN H. READ, former advertising and sales promotion manager of Williams Oil-O-Matic Corp., Bloomington, Ill., appointed manager of advertising agency division, Keller-Crescent Co., Evansville, Ind.

FREDA BARTELS, copy writer with Compton Adv., New York, resigns to join Federal Adv., New York, in similar position.

DAVE TITUS and DON ARVOLD join BBDO, Los Angeles, as account executives. Mr. Titus, who will head all Rexall Drug Co. radio operations, was formerly freelance writer-producer, previously with Young & Rubicam, Hollywood, and before that producer in Hollywood office, BBDO. Mr. Arvold was formerly with Field & Peacock, San Francisco, and previously with Los Angeles office, BBDO.

ROBERT M. CAMPBELL, vice president and director of J. Walter Thompson Co., Toronto, appointed radio director.

TOM CAREY, former purchasing director of Central Division, Atlantic and Pacific Tea Co., joins Powell Grant Adv., Detroit and Cleveland, as vice president and member of board of directors. He will serve as merchandising, sales promotion, research and marketing director for food and packaged product accounts.

Mr. Carey

CHARLES R. TANTON, former media and merchandising director of Norman A. Mack Inc., named to similar post with French & Preston Inc., both New York agencies.

WILLIAM I. DENMAN Inc., Detroit, moves its offices from 22d floor to 15th floor of Penobscot Bldg., Detroit.

ELLIS LIND, former chief announcer of KYA San Francisco, joins John M. Gallagher Agency, same city, as account executive.

JAMES E. RYAN appointed research director of Gray & Rogers, Philadelphia.

OTTO BRUCK, formerly with Johnston Adv., Bruck-Sacks Adv., and Ratcliffe Adv., all in Dallas, resigns from latter. Future plans not announced.

MAYERS Co., Los Angeles, announces following personnel additions: BEATRICE DAVIES, formerly with Hixson-O'Donnell Adv., that city, joins as office manager; ROBERT HOEHN joins media department; LUCILLE GIRONA, formerly with McCann-Erickson, Los Angeles, ROBERTA WINCHELL, from Morris F. Swaney, Hollywood, and CAROL HAMILTON join account service department.

JAMES R. LUNKE & Assoc., San Francisco, changes firm name to Lunke-Portman & Assoc., following merger with E. C. Portman & Co., same city. Seattle office of Lunke continues under former name.

DAVID S. HILLMAN, account executive with Mayers Co., Los Angeles, and formerly head of dissolved Hillman-Shane Adv., Los Angeles, re-

(*Continued on page 46*)

Three Beauties of the Deep South

1. GREENWOOD, near St. Francisville, Louisiana — one of many magnificent ante bellum mansions in the Deep South.

2. EILLEENMERE 260th—International Senior Champion 1941 and Grand Champion Bull, 1940 American Royal—pride of Lloyd Cobb's Marydale Farm, near St. Francisville. Rapid advancement in beef and dairy cattle production is another reason why WWL-land tops national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS · CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Sales Results ...High

WWRAW

READING PA.

Established 1922

Rates ...Low

Represented by ROBERT MEEKER ASSOCIATES

NEW YORK • LOS ANGELES

SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

The WCSH Kiddie Ship sails from Portland Harbor.

WCSH Portland, Me., launched its own Marshall Plan June 15 when it sent a shipload of food and clothing to the children of Calais, France. The French fishing trawler, "Lucien Marie," was filled with more than 30 tons of gift cargo contributed by WCSH listeners.

Departure ceremonies for the "Kiddie Relief Ship" were broadcast in French and English and filmed for television by WNBT New York. It was the first time an event in Maine had been televised, according to WCSH.

Decorated with huge pictures of Mother Goose characters and fes-

(*Continued on page 78*)

On All Accounts

"THE POWER behind the power companies," was the designation recently accorded Edward Dunning, vice president of N. W. Ayer & Son, by a trade executive. Like most catch-phrases the statement was an exaggeration, but it did serve to point up the unique status of the man behind one of the most unusual advertising campaigns in the industry.

Back in 1941, Ed Dunning, N. W. Ayer executive on such diverse accounts as Squibb toothpaste and Rolls Royce Motors, became impressed with the efficient and unheralded services performed by the unrelated power and light companies of America. The impression developed into an obsession, and Mr. Dunning prepared and presented an advertising schedule to 52 electric companies in the United States, urging that they bring their story of "bargain service" before the public in a campaign that was to spotlight radio as the principal medium of enlightenment.

ED

The companies instantly seized on the idea, and after a preliminary period of regional exploitation they expanded their program in 1943 to include a network half hour show. The results of the radio operation were so convincing that the number of electric companies contributing to the advertising program leaped from the original 52 to double that amount, and the number has increased until now there are 165 light and power companies of America contributing to the same advertising program.

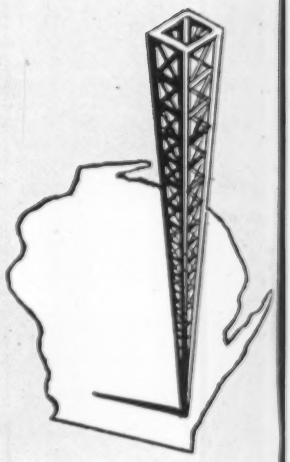
The remarkable nature of the enterprise derives from the fact that there are no officers in the association, no headquarters, no chairman or executive secretary or even any letterheads; and every dollar contributed by the companies is an advertising dollar. Meetings of the group are held somewhat like the town-hall meetings, with Ed Dunning officiating while the presidents, vice presidents and officers of contributing companies informally express their views.

As a result of these informal, effective sessions 60% of the advertising budget has been channelled into radio with the ringing concurrence of Administrator Ed Dunning. The companies currently are sponsoring *Frankie Carle Calling* on CBS Sundays, 5:30-6 p.m., and effective Oct. 3, 1948, they have signed

(*Continued on page 87*)

Dominant

SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN

MILWAUKEE

The Katz Agency, Inc.

Natl. Representatives

All 3 on all 6

GASOLINE . . SOAP . . TIMEPIECES. The products do not have much in common, but the producers do. Standard Oil, Colgate-Palmolive Peet, and Bulova—smart merchandisers, all three—use *all six* Westinghouse stations.

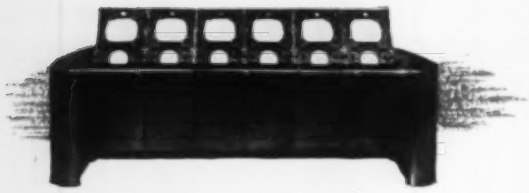
They reach the nation's third market through KYW in Philadelphia. They cover the densely-populated New England area through WBZ and WBZA. They penetrate the vast tri-state Pittsburgh market through KDKA. They reach millions of urban and rural listeners with the signal of WOWO, Indiana's most powerful station. And they tap the fast-growing Pacific Northwest through Portland's KEX, now broadcasting with 50,000 watts.

Big markets, these. But easy to reach . . on Westinghouse stations. Ask our national representatives for costs and availabilities.

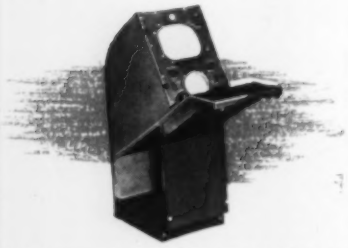
WESTINGHOUSE RADIO STATIONS Inc • KDKA • KYW • KEX • WBZ • WBZA • WOWO

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

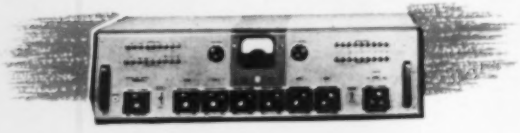
Everything for TV...



RCA De Luxe Video Console. Everything you need to monitor, control, and switch camera pictures. "Add-a-unit" design enables you to expand these facilities as your station grows.



RCA Camera Control Type TK-10A. Makes it practical to watch and control the picture quality of station camera. Same size and appearance as RCA's switching units, film camera control, and preview- and line-monitoring units. These units can be grouped in any combination to form a video console (shown above).



RCA Studio Consolette Type 76-C4. This flexible and easy-to-operate control unit performs all the audio amplifying, monitoring, and control functions of a TV station—large or small. Can be used for single- or two-studio operation, and for two transcription turntables.

THAT PICTURE you see over there is a studio control room for a medium-size television station—complete by RCA, from sight to sound.

This room virtually puts entire programming under "push-button" supervision. From here you control and monitor studio programs . . . sound and picture . . . switch between *all* cameras, switch to network or remote programs, control and monitor recorded sound, monitor the programs on the air.

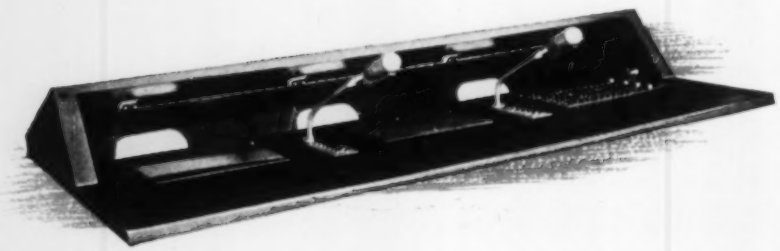
In this room are large picture monitors for previewing signals from remotes or networks and from the studio cameras. In this room also is an audio consolette that controls all program sound lines—from the studio microphones, network audio line, studio and announce microphones, and from the turntables shown in the foreground. A program console . . . with its picture monitor for viewing the studio line and the on-the-air picture . . . co-ordinates the programming. Nothing included in this room that should not be there. Nothing omitted that should be included.

Why do most TV stations go RCA all the way on studio control-room equipment?

Because RCA control-room equipment has design flexibility to meet every station's need and budget. Because RCA control-room equipment is *unit-built* . . . permits easy and economical addition of extra units without a worry about discarding the original equipment. Because a single company makes the entire line . . . *and backs it up!*

For professional assistance in planning your television station, call in an RCA Specialist. Or write Dept. 19 FD, RCA Engineering Products, Camden, N. J.

The One Source for Everything in TV—is RCA



RCA Program Directors Console Type TC-5A. Television's most up-to-date directors' control. Includes large-size picture monitors for the studio outgoing line, for previewing, and for "on-the-air" monitoring. All switching under finger-tip control. Low height for full studio visibility. Recessed monitors for maximum image brightness in a fully-lighted control room.

entire studio control rooms,

for instance—

Typical RCA Control Room for a TV Station
—one of more than 20 possible layouts to meet any station requirement, large or small.

1) Audio Consolette—for separate channel
2) Audio Consolette
3) Program Directors' Console
4) Video Console
5) Transcription Turntables
6) Audio Operator Position
7) Program Director Position
8) Technical Director Position
9) Video Operator Position

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Time Buyers

FOOD FOR THOUGHT

"Kitchen Assignment"

A Popular, Fast-moving Program with Authoritative Kitchen News

Featuring

LOIS THOMPSON—Noted Home Economist and food expert. Formerly household editor Tulsa World, and 20 years as a freelance writer for women's magazines and food journals.

JACK ALEXANDER—KTUL producer-announcer and specialist in clever repartee. He is featured as the inquisitive chap with an ever-ready appetite, who weaves commercials unobtrusively and effectively into the program.

Entire Production Staged in KTUL's Up-to-date Model KITCHEN

RATES:

13 weeks	$17.00 per time
26 weeks	16.00 per time
39 weeks	15.00 per time
52 weeks	14.00 per time

Approximately 100 words—preferable live copy

Write or Wire

KTUL

BOULDER ON THE PARK — TULSA, OKLA

Affiliated with KOMA, Oklahoma City

Avery-Knodel, Inc.
Radio Station Representative

CBS

John Esau
Vice Pres. & Gen. Mgr.

New Business

ESSO STANDARD OIL Co., New York, today (June 28) starts one-minute film spot campaign on WCBS-TV New York, WFIL-TV Philadelphia, WTTG Washington, WRGB Schenectady, WBEN-TV Buffalo, WBAL-TV Baltimore and WTVR Richmond. Total of 26 spots will be used weekly until end of year. Agency: Marschalk & Pratt Co., New York.

ADAM HATS, New York, through Madison Adv., New York, planning spot announcement campaign using chain breaks, 30-second and one-minute E.T.s on stations throughout country. Campaign scheduled to start Oct. 1 to run for three or four weeks. **DAVID R. GIBSON** will handle timebuying.

GROVE LABS, St. Louis, appoints Gardner Adv., St. Louis, to handle advertising for its Bromo Quinine Cold Tablets. **CHARLES E. CLAGGETT** is account executive.

ROSEFIELD PACKING Co., Alameda, Calif. and **GOOD FOODS Inc.**, Minneapolis, Minn. appoint Young & Rubicam, San Francisco, to handle advertising for Skippy Peanut Butter, effective Sept. 1.

REAL-TANG BEVERAGES, Los Angeles, through Russel M. Seed Co., that city, using experimental six-week joint television and aural radio spot campaign in Los Angeles. Ten-minute weekly video show started June 23 on KTLA Los Angeles; spot announcements start today (June 28), four daily, on KLAC, KGFJ, KWKW Los Angeles.

AMERICAN FEDERATION OF LABOR appoints Owne & Chappel Inc., New York, effective July 1 to handle $500,000 public relations campaign. Although definite plans not set, it is expected radio will be used.

HALL & RUCKEL, New York (X-Bazin, depilatory), is using one-minute transcribed spots on KLAC Los Angeles, WWJ, WXYZ, WJBK and WKMH all Detroit, effective last week. The 13-week contract placed through Redfield & Jonhstone, New York.

THERMODYNE Corp., exclusive distributor of Carrier Air Conditioning in New York, appoints Van Diver & Carlyle, New York, as its advertising agency. Will use major spot campaign in television to run throughout summer, using different spots in different cities for various distributors. **WAYNE WIRTH**, agency's vice president and director of television, is handling campaign.

ILLINOIS CANNING Co., Hoopeston, Ill. (Joan of Arc canned goods), names Goodkind, Joice & Morgan, Chicago, as its agency. Firm plans to use radio.

TOWNE TALK Co., Los Angeles (Towne Pride Toppings Flavoring), July 5 starts for 13 weeks *Superman* on 24 Don Lee stations, Mon., Wed., Fri., 5:30-5:45 p.m. (PDST). Agency: Mel Smith Adv., Los Angeles.

FRANKFORD GROCERS Assn., Philadelphia (grocery chain), appoints Philip Klein Adv., Philadelphia, to handle advertising. Major medium used will be radio.

FRENCH BEVERAGE Co., Long Island City (bottler of "Dr. Wells" beverages), signs 26 week contract for average of six spots daily on all New York City independent stations, beginning end of July. Agency: Lester "L" Wolff Inc., New York.

CASCADE PRODUCTS, San Leandro, Calif. (automotive lubricants), appoints Ad Fried Adv., Oakland, Calif., to handle advertising. Initial test campaign includes spot announcements on KLX Oakland, to be extended to Utah, Oregon and Washington in July.

CRAIG of Calif. (Robella chenille products) appoints Anderson Adv., Los Angeles, to handle advertising. Radio may be used.

POWER'S BAKERY, Des Moines, appoints Meneough, Martin & Seymour, that city, to handle advertising. Radio will be used.

SOUTHGATE FOODS, Norfolk, Va. (Red Mill Peanut Butter), and **CHALFONTE-HADDON HALL**, Atlantic City, appoint W. Wallace Orr Inc., Philadelphia, to handle advertising. Southgate uses radio in

(Continued on page 87)

THERE IS AN AREA served by WGY of which the Capital District of New York State is the hub. In this area, WGY is the station most people listen to most. But this is only one reason advertisers prefer WGY. No other single station can duplicate WGY's coverage, and no group of stations can do so at a price that is at all competitive. Figured on a cost-per-listener basis, popular, pioneer Station WGY is the economical buy.

At WRGB, the General Electric Television Station, a reputation for economical programming is in the making. Ask your nearest NBC Spot Sales office about "44 Practical Television Programs" now available for sponsorship.

National Representatives—NBC Spot Sales

WGY

WGFM
Frequency Modulation

WRGB
Television

50,000 WATTS
SCHENECTADY, N. Y.

GENERAL ELECTRIC

WE DON'T PERFORM IN TIGHTSVILLE, KENTUCKY!

If you want to show your stuff in Tightsville, or in any of the hundreds of small towns 'way back in the Kentucky hills, don't use WAVE! We don't go that far, for that little! As Barnum said, "You can't make the cash box tinkle *loud*, unless you go where there's a *crowd!*"

WAVE has a whoppin' big audience right in the Louisville Trading Area—the Kentucky big-time —a greater market than all the rest of the State, *combined!*

So take a look at WAVE's billing. We got no dancers—but we got a *lot* of fans!

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

SSC&B Says 'Thanks'

EDITOR, BROADCASTING:

On behalf of Messrs. Sullivan, Stauffer, Colwell, Bayles, myself and the other people here at the agency, I want to tell you how much we all appreciate the fine story in the current issue of BROADCASTING.

We all enjoyed working with Florence Small on this story, and thought she did a wonderful job of digging out the facts and then putting them together in a very readable, informative article.

Again, many thanks to you.

John P. Cohane
Vice President & Secretary
Sullivan, Stauffer, Colwell & Bayles Inc.
New York

* * *

Want Network Schedule

EDITOR, BROADCASTING:

What has happened to the comparative Network Program Sponsor Schedule? These have been extremely helpful and I hope you do not intend to discontinue them permanently.

Robert J. Roth Jr.
Advertising & Promotion Manager
Dyer-Rolnick Co.
Garland, Tex.

* * *

EDITOR, BROADCASTING:

I would certainly appreciate any information you may give me concerning this Comparative Network Program Schedule that I am trying to locate. (Such as date of issue and page on which it appears.) Thank you very much for your cooperation in this matter.

L. Herschel Graves
Comptroller
WTAL Tallahassee, Fla.

[EDITOR'S Note: We regret that due to space allocations the Comparative Network Program Schedule for June appeared in the May 31 issue. A deluge of letters, of which the two above are typical, convinced the Editors that there should be no variation in the scheduled appearance of this feature which is due to run in the first issue each month.]

* * *

Uniform Time?

EDITOR, BROADCASTING:

Well I'll say! KMAC's coverage on 630 had greater reach than we anticipated—hence the response from Savannah's Harben Daniel. We knew that KMAC would be big in Texas on 630—with TEXAS' TALLEST TOWER, 520 feet high —with a million and a quarter population in 0.5—with 39,000 square miles of primary coverage; but the national advertisers in New York, Chicago and Los Angeles will not give us credit for coverage in Savannah, Georgia—but *will* give us credit for coverage in Austin, Corpus Christi and other important South Texas markets.

You claim it's 630 in Savannah Mr. Daniel—but it's always HALF PAST SIX IN TEXAS!

Howard W. Davis
Owner, General Manager
KMAC-KISS San Antonio

* * *

Giveaways Condemned

EDITOR, BROADCASTING:

My heartiest congratulations on your editorial "Garish Giveaways" It is a sad commentary on so-called Radio Showmen in networks and individual stations, that they cannot develop enough entertainment programs and have to resort to "buying" audiences. I believe the public will soon get wise to these bunco games where the odds are 13-million to one against any individual "winning" a prize.

Martin B. Campbell
General Manager
WFAA Dallas, Tex.

* * *

'American Day' Origin

EDITOR, BROADCASTING:

I just thought that your readers might be interested in knowing a sidelight on the part that radio played in making "I Am an American Day" a national celebration.

This day was inspired by my brother, Arthur Pine, now head of the publicity-public relations organization bearing his name, at the time of the New York World's Fair. The writers of a new song called "I Am an American" brought their manuscript to the attention of my brother who was handling publicity for the bandleader, Gray Gordon, and a music publisher . . .

He had the song introduced on NBC, Mutual and ABC by the orchestra leader, arranged for an "I Am an American Day" at the World's Fair and had a local New York newspaper tie-in with "I am an American Day" in this city. The promotion proved so successful that a newspaper chain promoted "I Am an American Day" on a nation-wide basis and had President Roosevelt name it as an official day . . .

Martin Pine
Arthur Pine Assoc.
New York

* * *

New Format Praised

EDITOR, BROADCASTING:

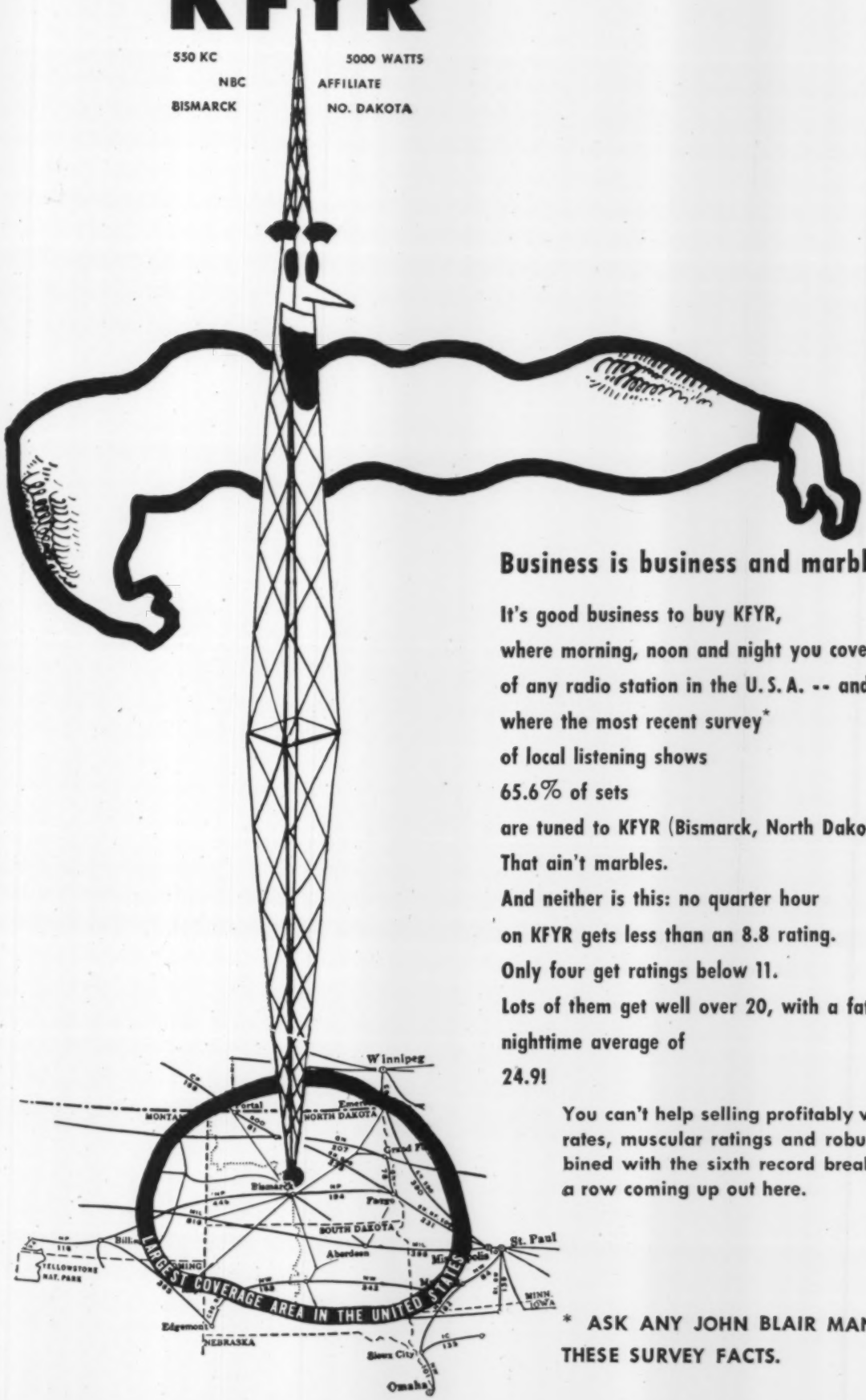
Recent issues of BROADCASTING, along with its new format, have convinced me that bourbon and Jolson aren't the only things that improve with age.

Howard M. Paul
Radio Director
W. D. Lyon Co.
Cedar Rapids, Iowa

KFYR

550 KC
NBC
BISMARCK

5000 WATTS
AFFILIATE
NO. DAKOTA



Business is business and marbles is marbles!

It's good business to buy KFYR,
where morning, noon and night you cover the largest area
of any radio station in the U. S. A. -- and
where the most recent survey*
of local listening shows
65.6% of sets
are tuned to KFYR (Bismarck, North Dakota).
That ain't marbles.
And neither is this: no quarter hour
on KFYR gets less than an 8.8 rating.
Only four get ratings below 11.
Lots of them get well over 20, with a fat
nighttime average of
24.9!

You can't help selling profitably with KFYR's skinny rates, muscular ratings and robust coverage, combined with the sixth record breaking farm crop in a row coming up out here.

* ASK ANY JOHN BLAIR MAN TO SHOW YOU THESE SURVEY FACTS.

Telestatus Report

(REPORT 13)

APRIL OPERATIONS ANALYSIS

UNITED STATES television stations on the average in April each broadcast 122 hours and 54 minutes of programs, 3 hours and 46 minutes of announcements and 89 hours and 27 minutes of test patterns, according to reports received from 13 stations in answer to BROADCASTING'S TELESTATUS questionnaire for that month.

The average station operation shows an increase in the amount of time devoted to programs and announcements and a decrease in the hours of test patterns. This lowering of test pattern time is probably due to the opening of the baseball season in mid-April when telecasts of ball games eliminated the need for putting test patterns on at that time, as demostrators and service men can show or check sets as well with a program as with a test pattern.

Increase Over March Average Is Noted

Comparing April with earlier months of the year we find the station average of 122 hours and 54 minutes of programs in that month topping the March average program total of 121 hours and 41 minutes and the 108 hours and 49 minutes devoted to video programs in February by the average station. The average time given to video announcements rose from 2 hours and 19 minutes in February to 3 hours and 9 minutes in March and to 3 hours and 46 minutes in April. Concurrently the test pattern time, which averaged 96 hours and 26 minutes per station in February, rose to an average of 111 hours and 33 minutes in March, then dropped to 89 hours and 27 minutes in April.

Commercially the month-to-month changes are about the same as those of the overall broadcasting hours. The average time given to commercial programs per station was 43 hours 13 minutes in February, 41 hours 19 minutes in March and 44 hours 48 minutes in April. Sponsored announcements took an average of 1 hour and 23 minutes per station in February, 1 hour and 32 minutes in March and 2 hours and 2 minutes in April. Sponsored test pattern time meanwhile dropped from an average of 6 hours per station in February to 2 hours and 2 minutes in March and to 53 minutes in April. Actually only WWJ-TV Detroit reported any commercial test pattern time in April, when this station sold 11 hours and 30 minutes of its test patterns to advertisers.

Sports Holds Top Spot

A breakdown of the television program broadcasts for April by types of program shows sports in first place, with an average of 37 hours and 4 minutes per TV station. Compared to February, last previous month for which similar data are available, this is an increase of only 7 minutes on the average, the midwinter video coverage of basketball, boxing, wrestling and indoor track events accounting for almost as much television air time as baseball, boxing and wrestling did in April.

Children's programs ranked second in both months, with the per-station average time rising from 12 hours and 29 minutes in February to 13 hours and 12 minutes in April. Variety shows ranked third both months, but dramatic programs rose from fifth place in February to fourth in April, changing positions with news telecasts, which were fourth in February and fifth in April. (See adjoining table for comparison of time used for each category in Aprii and February.)

While the relative amounts of time given to each program type vary only slightly between February and April of this year, a greater change is shown when this year's rankings are compared to those of the first TELESTATUS study, covering July 1947. Sports were in first place then as now, but children's programs, now second, ranked seventh in July 1947. Dramatic programs were second then; now they rank fourth. (See table for rankings by program types for the three months.)

Video Air Time in April*

	Commercial Hours	Commercial Minutes	Sustaining Hours	Sustaining Minutes	Total Hours	Total Minutes
Programs	582	25	1015	22	1597	47
Announcements	26	24	22	33	48	57
Test Patterns	11	30	1151	17	1162	47
Total	620	19	2189	12	2809	31
Average Video Air Time Per Station in April						
Programs	44	48	78	06	122	54
Announcements	2	02	1	44	3	46
Test Patterns		53	88	34	89	27
Total per station	47	43	168	24	216	07
Average Video Air Time Per Station in March						
Programs	41	19	80	22	121	41
Announcements	1	32	1	37	3	09
Test Patterns	2	02	109	31	111	33
Total per station	44	53	191	30	236	23
Average Video Air Time Per Station in February						
Programs	43	13	65	36	108	49
Announcements	1	23		56	2	19
Test Patterns	6		90	26	96	26
Total per station	50	36	156	58	207	34

*13 Stations Reporting.

* * *

Rank of Video Program Categories in Use of Air Time

	Overall Apr.'48	Overall Feb.'48	Overall July'47	Commercial Apr.'48	Commercial Feb.'48	Commercial July'47
Sports	1	1	1	1	1	1
Childrens	2	2	7	6	2	8
Variety	3	3	5	2	3	7
Dramatic	4	5	2	8	4	5
News	5	4	3	3	6	3
Educational	6	6	4	4	5	4
Audience Participation	7	9	8	5	7	6
Special Events	8	8	9	7	9	9
Musical	9	7	6	10	8	2
Discussion	10	10		9	11	
Commentators	11	11		11	10	

Service Analysis for April*

Type of Service	Net. H.,M.	Sponsored Studio H.,M.	Sponsored Remote H.,M.	Sponsored Film H.,M.	Sustaining Net. H.,M.	Sustaining Studio H.,M.	Sustaining Remote H.,M.	Sustaining Film H.,M.	Total H.,M.
Audience Participation	4:00	21:59	1:28		1:00	46:27	19:08		94:02
Childrens	9:00	11.14	0:29	5:20	60:08	30:16		55:16	171:43
Commentators		0:26			16:45	6:08		0:24	23:43
Discussion (Forums, Roundtable, etc.)	10:55	1:28	1:00		9:29	12:42	0:36	0:10	36:20
Dramatic	15:00	1:00		4:26	11:12	2:12		113:56	147:54
Educational	6:34	16:58		6:10	12:51	23:29	2:32	35:09	103:43
Musical	2:30	1:12			11:34	15:11	3:00	18:01	51:28
News	16:11	5:52		20:39	25:03	18:24	0:12	61:31	147:52
Sports	16:26	26:52	264:51	15:36	53:08	15:05	83:19	6:32	481:49
Special Events (other than sports)	1:30	0:07	19:59		25:15	2:37	29:54	1:16	80:38
Variety	12:57	30:46	0:48	7:16	29:52	39:28	14:43	13:25	149:15
Miscellaneous	9:15	11:40		0:23	6:40	33:04	3:35	44:43	109:20
Time Signals		0:54		2:33		1:20			4:47
Weather Reports		4:57		3:20	7:10	0:53			16:20
Other Announcements		8:06		6:34		6:53		6:17	27:50
Test Pattern		11:30				1151:17			1162:47
Total	104:26	155:01	288:35	72:17	270:07	1405:26	156:59	356:40	2809:31

*13 Stations Reporting.

Average Time Devoted to Each Type of Video Program per TV Station

	February H.M.	April H.M.
Audience Participation	3:05	7:14
Children's	12:29	13:12
Commentators	1:08	1:49
Discussion (Forums, Roundtables, etc)	3:01	2:48
Dramatic	8:04	11:23
Educational	7:27	7:59
Musical	5:24	3:57
News	10:14	11:22
Sports	36:57	37:04
Special Events (other than sports)	4:50	6:12
Variety	10:24	11:29
Miscellaneous	5:46	8:25
Announcements	2:19	3:46
Test Patterns	96:26	89:27
Average Hours of Operation	207:34	216:07

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Services that mean service

Sponsors and teleset owners alike have found there's a lot more to WMAR-TV than a modern transmitter and an antenna 624 feet up in the air.

For one thing, WMAR-TV owns not one but *two* mobile television units. But on-the-spot facilities are just part of the WMAR-TV picture.

This station operates its own film department, for quick production and processing of local events. This special equipment includes:

8 Cameras
1 Houston Film Processor
1 Film Printer
2 Zoomar Lenses
2 RCA 16MM Projectors
1 custom-built Beloptican Projector
2 Slide Film Projectors
1 35MM Film Projector
Studio & portable lights, camera dollys, etc.

★ ★ ★

With this equipment, WMAR-TV produces a twice-daily newsreel for television, a Maryland Magazine film feature, a sound-film quiz show, a Curious Camera man-in-the-street interview, and special event films. Since it began operation last October, this film unit has shot and processed 101.78 miles of film!

WMAR-TV captures both the sporting and cultural audiences of Baltimore with superior pickups of baseball, horse races, wrestling, lacrosse, motorboat racing, and other contests for the sports-minded viewers, plus a weekly series of varied programs from the Baltimore Museum of Art. The latter series, televised every Sunday night, makes the Museum Baltimore's weekend "television center."

★ ★ ★

WMAR-TV's sister station, WMAR-FM, is just as well equipped for FM service.

Both WMAR-TV and WMAR-FM are bringing the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage is being provided through the facilities of the Continental Network, and TV through the facilities of the industry's television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

★ ★ ★

With such equipment, WMAR-TV and WMAR-FM are giving Baltimore the finest of local service, in addition to TV network programs from ABC, CBS, DuMont, and off-the-air pickups from WMAL-TV, Washington.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVE. ★ NEW YORK 18

YOU NEED'NT BE A . . .
NATURE BOY TO MAKE THE
NATURAL BUY IN CLEVELAND!
A "NATURAL BUY" IS THE
STATION THAT SELLS . . . AND FAST!
For instance . . . The Ohio Fruit Products Company had 10,000 cases of canned grapefruit (that's a lot of grapefruit!) . . . to sell. They selected (naturally) WHK and contracted for 52 spots. After using only 21 announcements at a cost of $338.10 . . . they were forced to cancel the remaining spots due to results which achieved a fast SELL-OUT! Good thing to remember when you're having YOUR morning grapefruit!
IN CLEVELAND IT'S WHK
The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 34, No. 26 WASHINGTON, D. C., JUNE 28, 1948 $7.00 A YEAR—25c A COPY

UNFETTERED RADIO--DEWEY

He Abhors Censorship

By SOL TAISHOFF

Copyright, 1948, by Broadcasting Publications, Inc.

IS GOV. THOMAS E. DEWEY, the Republican Presidential nominee, for us or against us on radio? Is he for "freedom of radio on a parity with the press?" Is he opposed to the kind of regulation we've been getting? Does he favor "Blue Books" or bans on sponsorship of news and commentators?

Four years ago, when Gov. Dewey was the GOP standard-bearer, I interviewed him in New York—just before he left for his first nationwide campaign trip. I found him unusually well-informed on all aspects of radio. His answers were forthright and clear. All those in radio, irrespective of party fealty, applauded.

Last Thursday, following his smashing third ballot victory at the Philadelphia Convention, I saw him again. He stood four-square behind his earlier pronouncements, implemented by an even stronger desire to see radio released from the bondage of excruciating controls over its program output.

I talked with the Presidential nominee at his headquarters suite at the Bellevue-Stratford.

"Everything I said four years ago stands today," he asserted in that clear baritone now so well known to the nation's listeners. "Radio in this country has made its greatest advance as an integral part of our American enterprise. The Government no more belongs in this field than in the field of the newspaper and the magazine."

Truman Stand

The views of President Truman, who will be the Democratic standard-bearer unless there's an unexpected upset in Philadelphia next month, are somewhat hazy. President Truman, early in his administration, espoused a free radio. In recent months, however, he has maintained silence on the whole subject. Just a fortnight ago, he cracked both newspaper and radio commentators for "distortion."

Gov. Dewey is an accomplished radio speaker. He is telegenic. In the last four years, his radio delivery has perceptibly improved. He's not so precise in his enunciation as he was. And he will rely heavily upon radio, both network and spot, to carry his ticket in November.

Four years ago the Republican platform called for a "new radio law which will define in clear and unmistakable language, the role of the FCC." This year, there's no radio plank, but that's another story. Gov. Dewey stands behind the 1944 plank. He said:

"I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

The thought of Government ownership or operation of stations is abhorrent to Gov. Dewey and to his party.

In 1944 former Sen. Burton K. Wheeler, Montana Democrat, then chairman of the Senate Interstate Commerce Committee, was pressing hard for legislation to ban sponsorship of news and commen-

(Continued on page 76)

GOV. DEWEY and his family at their TV set in Philadelphia.

GOP COVERAGE

A Radio-TV Show

By HERMAN BRANDSCHAIN

TELEVISION and radio last week turned the 24th Republican Convention proceedings in Philadelphia's Convention Hall into a gigantic goldfish bowl in which every significant development could be heard and seen in cities, hamlets and farms across the country. The coverage was hailed as a virtual revolution in electronics reporting.

The video medium especially, reaching an audience estimated at over 10,000,000, was regarded as having left its short-pants days for good. The mammoth political spectacle gave it the growing serum radio got by the Dempsey-Carpentier fight. The AM and FM media also stacked up records for themselves unprecedented in the history of convention coverage. Television, however, stole the show.

In brief this was the total picture:

● Eighteen TV stations, reaching nine major markets, carrying words and pictures to the biggest TV audience in history.

● Major networks, their affiliates and independents, with a total estimated at over 1500 stations, carrying AM to first day audiences estimated at 62,000,000. Relays by shortwave sending the coverage to almost every corner of the globe.

● More than 800 working radio and television personnel, including technical men as well as commentators, operating the communications machinery.

● Total expenses to radio set at $200,000 for television and over $2,000,000 for radio, including cancellations, talent charges and losses, line charges, salaries, housing, meals.

The figures alone do not convey the revolutionary character of the electronics reporting. For not only did the public following the proceedings via air waves, but so did other media covering the convention, and so did the candidates themselves.

Almost every news service and many of the big newspapers and magazines headquartered temporarily on the Philadelphia front, used a television set or radio set in their offices as an important tool in covering the event.

Editors generally were agreed that such receivers were important adjuncts to newsroom equipment. It also was said that they were important checks against reportorial accuracy. The public which saw an event televised could recognize inaccuracies in later written accounts, and thus reporters in other media had to be on their toes as never before.

Actually it was believed that many of the vacant seats often

(Continued on page 75)

INTERVIEWING Sen. Taft upon his arrival in Philadelphia proved a difficult job for Ed Scovill (right with walkie-talkie), special events director for WTOP, Washington CBS outlet. Running interference for Mr. Scovill is Joe Wershba (center, just behind policeman), CBS newsman.

TIME LOSSES

Early Coverage Costs Nets Half Million

COVERAGE of the GOP Convention cost the four major networks at least half a million dollars in cancelled commercial time and facilities and production expenses by the time the first ballot was taken, according to incomplete but authoritative estimates.

CBS and NBC suffered most heavily in the loss of commercial revenue owing to cancellations to clear the way for Philadelphia coverage. As of 5 p.m. Thursday CBS estimated it had cancelled $96,000 worth of commercial time on its sound broadcasting network and $6,150 worth of television time. NBC figures were available only through Wednesday when the total of commercial time cancelled amounted to $101,000 on its sound network alone. NBC television losses were not immediately available.

Mutual estimated its commercial time loss at $20,000 as of Thursday afternoon, and ABC said it had lost $6,831 by Wednesday night. Later figures were not on hand.

Commercial times, programs, sponsors affected on the networks were:

ABC—Monday, 11-11:30 a.m., *Breakfast in Hollywood*, Procter & Gamble and Kellogg Co.

CBS—Monday, 9-10 p.m. *Lux Radio Theater*, Lever Bros., 10-10:30 p.m. *My Friend Irma*, Lever Bros. Tuesday, 9:30-10 p.m. *Adventures of Christopher Wells*, De Soto-Plymouth. Wednesday, 10-10:30 p.m. *The Whistler*, Household Finance Corp. and repeat broadcasts in the same period of *Lowell Thomas*, Procter & Gamble., *Jack Smith*, Procter & Gamble, and *Dr. Christian*, Chesebrough Mfg. Co. Thursday, 2:30-2:45 p.m., *Nora Drake*, Toni Co., 2:45-3 p.m., *Evelyn Winters*, Manhattan Soap Co., 3-3:30 p.m., *Double or Nothing*, Campbell Soup, 3:30-4 p.m. *House Party*, General Electric Co., 4-4:30 p.m., *Hint Hunt*, Armour & Co., 4:30-5 p.m., *Winner Take All*, a cooperative program.

MBS—Monday, 10-10:30 p.m., *Fishing and Hunting Club*, Mail Pouch Tobacco and cooperative. Thursday, 12:45-1 p.m., *Checkerboard Jamboree*, Ralston Purina.

NBC—Monday, 11-11:15 a.m. *This Is Nora Drake*, Toni Co., 11:15-11:30 a.m. *Katie's Daughter*, Manhattan Soap Co., 11:30-11:45 a.m. *Jack Berch*, Prudential Insurance Co., 9:30-10 p.m. *Dr. I Q*, Mars Inc., 10-10:30 p.m. *Contented Hour*, Carnation Co., 10:30-11 p.m. *Fred Waring*, General Electric Co., 11-11:15 p.m. *Supper Club* repeat, Liggett & Myers. Tuesday, 9:30-10 p.m. *Call The Police*, Lever Bros., 10-10:30 p.m., *Corliss Archer*, Pepsodent, 10:30-11 p.m. *Evening With Romberg*, Brown & Williamson., 11-11:15 p.m. *Supper Club* repeat, Liggett & Myers, 11:15-11:30 p.m. *Morton Downey*, Coca-Cola, and also *News of The World* repeat, Miles Laboratories. Wednesday, 10-10:30 p.m. *Big Story*, American Cigar and Cigarette Co., 11-11:15 p.m. *Supper Club* repeat, Liggett & Myers., 11:15-11:30 p.m. *News of the World* repeat, Miles Laboratories, 12-12:30 a.m. *Dennis Day*, repeat, Colgate-Palmolive-Peet, 10 p.m. (PST) *Richfield Reporter* on Pacific Network

Costs of covering the convention as estimated by each network were: ABC $60,000 for both sound broadcasting and television; CBS "More than $100,000" for radio coverage and $15,000 for television; MBS $30,000 for radio coverage only, and NBC $150,000.

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Philadelphia Sidelights

A HOOPER Telerating of 60.4 was scored by the GOP Convention in New York television homes on its opening night, June 21, between 9:30 and 10 p.m. According to C. E. Hooper Inc., 95.2% of the sets-in-use (both radio and television) in television homes were tuned to the convention, which was being carried by all TV stations.

* * *

CBS estimated the GOP Convention radio audience during the keynote session Monday night at 62 million, the largest ever to listen to any political Convention session, according to the network. On the basis of a special telegraphic report by C. E. Hooper Inc., CBS claimed 40% of the network audience. The second network, unidentified, was said to have 27%, the third had 17% and the fourth 16%, according to the CBS statement.

WOL-*Mutual's chief of Washington news bureau, Albert Warner (l), and Alvin Helfer, MBS commentator, describe the floor activity from their booth high above the Convention Hall platform.*

ABC's George Hicks (l) arrives in Philadelphia with network's "Mr. Delegate," Dr. Hugh Hope, of Hunter, Kansas. ABC selected him as typical of average delegate for daily series of broadcasts (AM, TV) with Mr. Hicks.

TV, as expected, stole the show from the start. TV'ers, notably those with network, referred to AM as "that old stuff."

* * *

ALL OVER the rostrum as the convention opened was Ben W. Gimbel Jr., president of WIP Philadelphia. As a member of Mayor Samuels' official welcoming committee, he greeted, and escorted. and appropriately introduced highly placed personages.

* * *

MUTUAL, which is yet to develop any television network of its own, last week figured prominently in an NBC telecast from the GOP convention. When Bill Burns of KQV Pittsburgh, began an interview with Pennsylvania's Gov. Duff, before a microphone unmistakably labeled "Mutual," an NBC video camera caught the scene. M. Burns shared the interview wi Morgan Beatty, of NBC, but t microphone, Mutual swore lat stole the show.

* * *

BROWN & WILLIAMSON T bacco Co. used the opening a close of every WCAU-TV Phil delphia Convention origination a local color programs to adve tise Kool Cigarettes. Ted Bates I placed the account, with CBS R dio Sales representing the statio

* * *

ONE of the specials of WFIL-T Philadelphia during the Republic gathering was *Convention Sket Book*, which brought John Con ran, news commentator, and "Mik Angelo, cartoonist of "Emily a Mabel," together to cover the da happenings.

* * *

MILT MARDER, photographer f ABC at the convention, was o dered to take a picture during t *Henry Morgan* telecast of a lon range camera poked out the six floor window of the Bellevu Stratford Hotel. In the middle f the show, Mr. Marder, a fo mer Army combat photographer, climbed out the window, balanc himself on a ledge with one han and with the other made the sh

* * *

TED KOOP, CBS Washington news director, bore an even heavier

(Continued on page 73)

GOV. DEWEY *watches an NBC documentary of his life unfold following an interview on NBC's video network. With him is Niles Trammell (r), NBC president.*

It Was a Radio-TV Show

ONE OF THE POOL camera positions for television coverage of the convention is at left center. Camera was above the announcer's booth. Network booths are also pictured at center and right.

AM-FM COVERAGE

Most Elaborate Ever Done

SOUND RADIO, which has aired political conventions since 1924, did its biggest job in the coverage of such gatherings last week in its reporting of the 24th Republican National Convention.

Independent stations from all over the country sent personnel to cover the event. The networks wrapped up their news departments virtually intact and shipped them to the Quaker City. In all, about 600 radio personnel, including 250 commentators, technicians, program men and executives made Philadelphia temporarily the radio news and special events capital of the world.

When the closing gavel banged out adjournment, radio had demonstrated its ability to blanket a big continuing story with men, brains—and money. For estimates were that the big event would cost radio $2,000,000 in cancelled time, talent charges, salaries, line charges and other expenses.

Listenership zoomed during the Convention. Research department of CBS estimated the radio audience at 62,000,000 during the keynote address Monday evening, June 21. Doubtless, as the fight for the party's choice neared its climax, listenership climbed to even higher levels. The first night audience alone, however, was said to be the greatest ever to hear the proceedings of any political convention.

The big job of carrying the play-by-play developments of the Convention was largely handled by networks. Affiliates made arrangements for special programs to follow the activities of local delegations. Independents did much the same.

One of the big-scale coverage jobs by an independent, however, was the Warner Brothers KFWB Hollywood coverage. That station, with technical arrangements aided by WHAT Philadelphia, piped the whole proceedings, with minor misses, to its West Coast audience on an AT&T line leased at $265 an hour. Clete Roberts and George Lewin knocked themselves out sending back interpretations, interviews and sidelights.

Mobile Units Numerous

Mobile units of one kind or another became almost as common as taxicabs in the Quaker City. One which perhaps came farthest was the $25,000 specially-built truck-trailer unit of KTHT Houston, which provided both remote radio facilities and remote living quarters for its four-man staff headed by Roy Hofheinz, station owner.

Networks planned the Convention coverage as carefully as a master chess player plots his next moves. MBS, for example, was thinking several moves ahead when in the early days of Convention coverage it assigned Commentator Shirer to cover the relatively unimportant MacArthur headquarters. This left Mr. Shirer free for the bigger assignments later.

NBC used a new principle of pooled information for its more

(*Continued on page 66*)

TWO-MAN Talkathon was put on at Convention by George Lewin (l) and Clete Roberts for the independent KFWB Hollywood.

TV'S COVERAGE

Televising of GOP Makes History

TELEVISION undertook its toughest job to date in telecasting the 24th Republican National Convention and turned the gathering into the biggest video show in history.

● It was a show carried by wire or relay to eighteen television stations in nine major market areas.

● It was seen by an audience variously estimated as between 10,000,000 and 12,000,000.

● It was an intricate job performed by 250 television people from four networks.

● Its cost was estimated at $200,000.

And it was brought to virgin TV territory in the Midwest by Stratovision (see story page 27).

Facts and figures, however, do not convey the full impact this one week of telecasting had on the leaders of a nation and on the area containing 45,000,000 people which saw the live telecasts.

For reports coming into Convention headquarters told of high interest manifested by street crowds throughout the 13-state area in present Eastern Seaboard coverage facilities who were able to see receivers in operation in store windows, taprooms and other public places.

In Philadelphia itself, many of the GOP delegates saw the medium for the first time and will take back to their home towns reports that will do television no harm. Seen, too, for the first time by many people, were the faces of many famous voices of radio. This in itself was a tremendous boost for video.

Wherever television carried its gear in covering Philadelphia it was greeted with open arms unprecedented in the not always easy job of news-gathering. No personage felt himself too important to refuse an appearance before the cameras. Some of the maneuvering by politicos to get themselves televised provided some of the more amusing stories of the Convention.

Operation of the television facilities went off well, it was generally agreed. Operation of the pooled facilities, with ABC, CBS, DuMont and NBC nets forming the TV pool, was until June 21 an untried experiment with no real precedents to guide the Convention planners. The mammoth technical job re-

(*Continued on page 68*)

HAROLD E. STASSEN *sits for makeup application by Doug Rodgers, NBC video director, prior to his appearance on NBC television for exclusive interview with "Life" and NBC newsmen. Telecast was aired night before Convention opening.*

* * *

TV COVERS the Convention—upstairs and down. Top photo shows the pooled camera battery just above the convention floor. Lower photo catches the intensity of the operation as producers watch the pooled telecast from their booth high above the stage. Ed Ingle, radio director of GOP Convention, is the man with the pipe.

BMB SURVEY

U. S. Set Ownership Covered

A TOTAL of 37,623,000 U. S. families owned one or more radios in working order as of January 1948, according to Broadcast Measurement Bureau. This represents 94.2% of all U. S. families, which BMB estimated as totaling 39,950,000 in January. In the same month of 1946, BMB calculated radio families as totaling 33,998,000, or 90.4% of the estimated total of 37,600,000 families in the country at that time.

BMB estimates of the total number of U. S. families were made from census data in accordance with a formula developed in cooperation with the U. S. Census Bureau and having the Bureau's approval. Personal interview surveys specially conducted for BMB throughout the country by Market Research Co. of America and Alfred Politz Research provided the radio ownership data.

New York had the most radio homes of any state numerically, with 4,001,700, while Massachusetts led percentagewise, with 98.9% radio ownership. New England ranked first in percent of radio ownership among the nine geographic divisions, with 98.2%, up from 96.9% two years before.

Slight Urban Rise

Radio ownership in urban districts rose slightly in the two-year period, from 95.2% to 95.7%, while rural non-farm (village) ownership climbed from 87.4% to 94.4% and rural farm ownership made the greatest increase of all, from 76.2% to 88.7%, although still ranking third percentagewise.

Massachusetts was top state in percent of urban radio ownership, with 99.1%, as it was in overall set ownership. Utah ranked highest in village radio ownership, with 98.6%, and Washington was first in percent ownership among farm families, with 97.9%. Every geographic area showed a gain in total families except the Mountain area and this region registered a rise in radio families despite a slight loss in total families due to an increase in the percent owning radios.

Two Volumes Planned

BMB will publish "Radio Families USA—1948" in two volumes, now in preparation. The first will cover multiple set, automobile radio, FM and television ownership and will break down radio ownership by economic status as well as reporting on the extent of listening as disclosed by the field work. Tables in this volume will cover the country as a whole as well as breakdowns by urban, village and farm families and by four regions and nine geographic areas.

Volume Two will show total families and radio families by both number and percent of total for all U.S. counties and for approximately 1,300 cities. Both volumes will include Canadian supplements. Volume One will be available without charge as a BMB contribution to radio and advertising industries. Volume Two will be mailed without charge to all BMB subscribers and all members of the AAAA and ANA and be available to others at a nominal charge.

Formula Cited

Commenting on the accuracy of figures in these volumes, John Churchill, BMB director of research, said: "The field work was very carefully planned and meticulously executed by Market Research Co. of America and Alfred Politz. The formula by which the base numbers of total families were estimated is the best that could be devised. We believe these figures to be an accurate reflection of radio ownership subject only to the usual statistical tolerances which apply to such extensive and intensive sampling.

"However, it should be borne in mind that no formula or sampling, however excellent, is an entirely satisfactory substitute for a complete census of every home. Such a U. S. census will be made in 1950. We hope that it will include a question on radio ownership to serve as a benchmark for these and future BMB estimates."

BMB 1948 RADIO OWNERSHIP FIGURES

	TOTAL			URBAN			RURAL-NONFARM			RURAL-FARM		
	FAMILIES	% RADIO	RADIO FAMILIES	FAMILIES	% RADIO	RADIO FAMILIES	FAMILIES	% RADIO	RADIO FAMILIES	FAMILIES	% RADIO	RADIO FAMILIES
THE UNITED STATES	39,950,000	94.2	37,623,000	23,991,000	95.7	22,951,000	9,084,000	94.4	8,576,000	6,875,000	88.7	6,096,000
REGION AREA STATE												
THE NORTHEAST	10,930,000	96.7	10,571,000	8,181,000	97.0	7,937,000	2,149,000	96.6	2,070,300	605,000	93.2	563,700
NEW ENGLAND	2,666,100	98.2	2,618,800	1,946,400	99.0	1,926,900	558,600	96.5	538,900	163,100	93.8	153,000
MAINE	273,900	95.1	260,500	100,500	98.3	98,800	124,100	93.9	116,500	49,300	91.7	45,200
NEW HAMPSHIRE	168,100	96.6	162,400	88,200	98.3	86,700	58,800	95.1	55,900	21,100	93.8	19,800
VERMONT	108,500	95.7	103,800	33,200	98.8	32,800	43,600	95.2	41,500	31,700	93.1	29,500
MASSACHUSETTS	1,316,200	98.9	1,301,500	1,153,700	99.1	1,143,500	131,400	97.5	128,100	31,100	96.1	29,900
RHODE ISLAND	210,600	98.8	208,100	189,500	99.0	187,600	18,600	97.3	18,100	2,500	96.0	2,400
CONNECTICUT	590,800	98.6	582,500	381,300	99.0	377,500	182,100	98.2	178,800	27,400	95.6	26,200
MIDDLE ATLANTIC	8,261,900	96.3	7,952,200	6,234,600	96.4	6,010,100	1,585,400	96.6	1,531,400	441,900	92.9	410,700
NEW YORK	4,135,800	96.8	4,001,700	3,375,900	96.8	3,269,100	570,600	97.2	554,600	189,300	94.0	178,000
NEW JERSEY	1,247,100	96.5	1,203,800	989,500	96.3	953,300	224,200	97.5	218,600	33,400	95.5	31,900
PENNSYLVANIA	2,879,000	95.4	2,746,700	1,869,200	95.6	1,787,700	790,600	95.9	758,200	219,200	91.6	200,800
THE NORTH CENTRAL	12,325,000	97.0	11,950,000	7,465,000	97.7	7,315,000	2,461,000	96.6	2,378,300	2,379,000	94.9	2,258,700
EAST NORTH CENTRAL	6,388,700	97.4	6,174,700	5,666,700	98.0	5,551,700	1,553,900	97.0	1,508,000	1,168,100	95.5	1,115,000
OHIO	2,239,300	97.4	2,180,600	1,545,300	97.8	1,511,900	421,200	97.1	408,800	272,800	95.3	259,900
INDIANA	1,138,700	96.5	1,099,000	654,500	97.1	635,800	261,600	96.5	252,400	223,600	94.6	211,600
ILLINOIS	2,357,400	97.5	2,297,800	1,755,500	97.9	1,719,300	347,100	96.7	335,500	254,800	95.4	243,000
MICHIGAN	1,741,900	98.0	1,707,700	1,197,000	98.4	1,178,300	338,300	97.8	330,700	206,600	96.2	198,700
WISCONSIN	910,400	97.6	888,800	514,400	98.4	506,400	185,700	97.3	180,600	210,300	96.0	201,800
WEST NORTH CENTRAL	3,936,300	95.9	3,775,300	1,818,300	96.9	1,761,300	907,100	95.9	870,300	1,210,900	94.5	1,143,700
MINNESOTA	799,300	97.6	780,200	421,200	98.2	413,600	160,900	97.8	157,300	217,200	96.4	209,300
IOWA	765,000	97.1	742,500	326,000	97.3	317,200	181,600	96.9	176,000	257,400	96.9	249,300
MISSOURI	1,137,400	94.3	1,072,800	616,900	96.1	592,800	238,100	94.3	224,500	282,400	90.5	255,500
NORTH DAKOTA	136,600	96.9	132,300	23,600	97.9	23,100	35,300	96.3	34,000	77,700	96.8	75,200
SOUTH DAKOTA	150,900	95.8	144,600	31,600	96.8	30,600	38,900	95.6	37,200	80,400	95.5	76,800
NEBRASKA	375,300	95.7	359,100	146,200	96.9	141,600	96,500	95.8	92,400	132,600	94.3	125,100
KANSAS	571,800	95.1	543,800	252,800	95.9	242,400	155,800	95.6	148,900	163,200	93.4	152,500
THE SOUTH	11,300,000	87.2	9,935,000	5,111,000	89.1	4,554,000	3,125,000	89.9	2,809,000	3,163,000	81.3	2,572,000
SOUTH ATLANTIC	4,676,700	88.4	4,310,600	2,231,600	90.4	2,017,200	1,454,900	90.8	1,321,100	1,190,200	81.7	972,300
DELAWARE	80,900	95.3	77,100	42,400	96.0	40,700	26,000	96.5	25,100	12,500	90.4	11,300
MARYLAND	585,200	95.7	560,200	366,200	96.6	353,800	165,100	95.8	158,100	53,900	89.6	48,300
DISTRICT OF COLUMBIA	219,700	96.8	212,700	219,700	96.8	212,700	-------	----	-------	-------	----	-------
VIRGINIA	728,000	88.9	646,900	293,700	91.8	269,700	218,000	91.0	198,400	216,300	82.7	178,800
WEST VIRGINIA	453,100	91.8	416,000	139,100	94.8	131,800	198,500	93.2	185,100	115,500	85.8	99,100
NORTH CAROLINA	860,200	87.1	749,300	277,800	88.6	246,200	262,900	91.0	239,300	319,500	82.6	263,800
SOUTH CAROLINA	455,400	83.2	379,000	146,600	83.1	121,800	155,800	88.9	138,500	153,000	77.6	118,700
GEORGIA	811,700	83.3	676,500	349,000	83.7	292,200	214,500	88.2	189,200	248,200	78.6	195,100
FLORIDA	682,500	86.9	592,900	397,100	87.7	348,300	214,100	87.5	187,400	71,300	80.2	57,200
EAST SOUTH CENTRAL	2,741,500	85.0	2,329,300	1,008,200	87.2	879,100	691,000	88.9	614,400	1,042,300	80.2	835,800
KENTUCKY	715,600	88.8	635,200	255,400	92.8	237,000	195,500	90.5	177,000	264,700	83.6	221,200
TENNESSEE	793,200	86.9	689,500	338,200	88.4	298,900	188,800	90.4	170,600	266,200	82.6	220,000
ALABAMA	699,100	82.7	578,300	265,200	84.3	223,500	186,200	87.4	162,700	247,700	77.6	192,100
MISSISSIPPI	533,600	79.9	426,300	149,400	80.1	119,700	120,500	86.4	104,100	263,700	76.8	202,500
WEST SOUTH CENTRAL	3,760,600	87.2	3,295,100	1,871,200	88.6	1,657,700	979,100	89.2	873,500	930,500	82.1	763,900
ARKANSAS	512,500	84.0	430,600	159,000	85.8	136,500	145,900	87.2	127,200	207,600	80.4	166,900
LOUISIANA	671,100	84.2	564,900	347,400	85.9	298,500	183,100	86.7	158,800	140,600	76.5	107,600
OKLAHOMA	644,700	89.5	576,700	303,000	91.5	277,300	168,500	90.1	151,900	173,200	85.2	147,500
TEXAS	1,952,500	88.2	1,722,900	1,061,800	89.0	945,400	481,600	90.4	435,600	409,100	83.6	341,900
THE WEST	5,296,000	97.6	5,167,000	3,214,000	97.9	3,147,000	1,354,000	97.4	1,318,400	728,000	96.4	701,600
MOUNTAIN	1,162,100	95.9	1,114,500	475,700	96.5	459,000	375,200	95.9	359,900	311,200	95.0	295,600
MONTANA	138,800	97.2	134,900	47,300	97.3	46,000	42,300	97.4	41,200	49,200	97.0	47,700
IDAHO	129,900	97.3	126,400	37,500	97.1	36,400	35,100	97.4	34,200	57,300	97.4	55,800
WYOMING	73,500	97.0	71,300	28,300	97.2	27,500	27,200	97.4	26,500	18,000	96.1	17,300
COLORADO	315,700	96.7	305,300	163,900	97.2	159,300	84,100	96.4	81,100	67,700	95.9	64,900
NEW MEXICO	132,100	90.6	119,700	40,500	91.1	36,900	43,100	91.2	39,300	48,500	89.7	43,500
ARIZONA	172,800	93.6	161,700	60,200	94.2	56,700	79,300	94.5	74,900	33,300	90.4	30,100
UTAH	157,700	98.4	155,100	82,700	98.4	81,400	43,200	98.6	42,600	31,800	97.8	31,100
NEVADA	41,600	96.4	40,100	15,300	96.7	14,800	20,900	96.2	20,100	5,400	96.3	5,200
PACIFIC	4,133,900	98.0	4,052,500	2,738,300	98.2	2,688,000	978,800	97.9	958,500	416,800	97.4	406,000
WASHINGTON	673,000	97.8	658,000	360,200	97.5	351,300	197,900	98.1	194,200	114,900	97.9	112,500
OREGON	477,900	97.4	465,300	237,200	97.6	231,600	149,100	97.6	145,500	91,600	96.3	88,200
CALIFORNIA	2,983,000	98.2	2,929,200	2,140,900	98.3	2,105,100	631,800	97.9	618,800	210,300	97.6	205,300

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LADY COMMISSIONER Will Take Office About July 1

SPORTING new laurels after her spectacular battle for confirmation by a Republican-controlled Congress, Miss Frieda B. Hennock, New York attorney and Democratic party worker, tentatively plans to take the oath of office as FCC's first woman commissioner July 1.

Unanimous Senate confirmation, the last official act of the Congress before adjournment, came at 7:13 a.m., Sunday, June 20, following a month of weird political gyrations which left veteran observers groggy and confused.

Her confirmation for a seven-year term as the first woman to serve on the Federal regulatory agency since its creation in 1934, came when the previously sidetracked Executive Calendar was called [BROADCASTING, June 21].

Miss Hennock, presently confined to her Park Avenue apartment due to a tooth ailment, expects to take office July 1. The occasion, for which complete arrangements have not been made, will mark the first time that a woman has sat in judgment of issues in the 21 years of radio regulatory history. She will succeed Comr. Clifford J. Durr, Alabama left-wing Democrat, whose term expires June 30 (see story page 57). Comr. Durr earlier declined an offer of reappointment by President Truman.

The late George Henry Payne, a nominal Republican, was the last New Yorker to sit on the FCC bench. He served from 1934 until expiration of his term on June 30, 1943.

Miss Hennock will become FCC's 23rd Commissioner. Eleven men in the seven years (1927-1934) served on the former Federal Radio Commission, predecessor to the FCC.

Solid majority opposition to President Truman's appointee had melted before the nomination was considered June 19. The Republican Policy Committee, headed by Sen. Robert Taft, had previously ruled informally that action would be withheld on appointments having terms which extended beyond the incumbency of President Truman.

Anticipated Opposition

In the 11th hour, anticipated opposition of strong party leaders had been mysteriously dissipated. There had been rumblings on Capitol Hill that Sen. Homer E. Capehart (R-Ind.) and two of his colleagues would block the nomination. Chivalry was considered doubtful as the motive for relaxation of the Taft long-term ban. Other considerations, however, remain shrouded in secrecy.

Regardless of behind-the-scenes manipulations, informed observers considered the accomplishment of Miss Hennock tantamount to a legislative miracle.

When the Executive Calendar, on which Miss Hennock's name appeared, was called during the last minutes of Congress, only token resistance was offered. This originated with Senators Joseph W. Ball (R-Minn.) and Milton R. Young (R-N. D.).

Earlier, Minority Leader Alben W. Barkley (D-Ky.) had reminded Sen. Kenneth S. Wherry (R-Neb.), majority leader, that the nomination had been passed over on an earlier date only after it had been indicated that the Executive Calendar would be brought up later.

As Congress drew toward its close, Sen. Wherry asked consideration of the nomination and was greeted by an immediate objection from Sen. Young, who failed to explain reasons for his opposition.

Parliamentary procedure was protested by Sen. Ball after the majority leader moved that her nomination be confirmed.

"I am opposed to it [the nomination]," shouted Sen. Ball.

He said that the only investigations or hearings on the nomination had been a brief executive session of the Brewster Subcom-

(*Continued on page 62*)

Latest photo of Miss Hennock following her confirmation.

NETWORK TIME Upward Trend Shown

GROSS TIME sales of the four national networks totaled $17,076,719 in April 1948 and $69,139,600 for the first four months of 1948, according to the latest monthly tabulation made by Publishers Information Bureau. BROADCASTING, by special arrangement with PIB, will publish each month a breakdown of network gross billings by product categories similar to the adjacent table, which inaugurates this new series, most recent addition to BROADCASTING's service features for the sellers and buyers of radio time and facilities.

Compared with April 1947, when gross network billings were $15,548,135, the April 1948 figure represents an increase of 9.8%. April of this year also surpassed, by 3.9%, the $16,441,888 gross network time sales for April 1946.

The four-month total for this year surpasses that for the like period of last year, $63,921,312, by 8.1%, and exceeds the January-April 1946 gross of $66,922,255 by 3.3%.

Of the 23 classes of business on the networks in April, the three leaders — foods, toiletries and drugs, in that order—account for more than half of the month's total billings from all classes. Food and food products alone contribute 24.9% of the network total, while toiletries make up 17.4% and drugs and remedies another 11.1% of the overall sum.

Following the three leaders are tobaccos, in fourth place; laundry soaps and cleansers, ranking fifth; automobiles and accessories, chiefly tires, sixth; household equipment and supplies, seventh; candies and soft drinks, eighth; gasoline, oil and other fuels, ninth, and insurance, tenth. The ranking of these product classes is the same for the four-month period, and consumer services ranks eleventh in both tables. The lighter spending groups among network advertisers, however, show some variations between their April and four-month rankings.

Network Gross by Product Groups*

Class	April 1948	January-April 1948
1. Agricultural & Farming	$ 125,327	$ 463,485
2. Apparel, Footwear & Accessories	120,719	493,186
3. Automotive, Automotive Accessories & Equipment	710,776	2,819,981
4. Aviation, Aviation Accessories & Equipment	--	--
5. Beer, Wine & Liquor	107,613	423,223
6. Building Materials, Equip. & Fixtures	109,948	392,382
7. Confectionery & Soft Drinks	637,651	2,633,233
8. Consumer Services	220,672	939,003
9. Drugs & Remedies	1,887,423	7,896,976
10. Entertainment & Amusements	--	--
11. Food & Food Products	4,255,687	17,148,091
12. Gasoline, Lubricants & Other Fuels	440,644	2,125,434
13. Horticulture	22,092	93,423
14. Household Equip. & Supplies	661,274	2,760,631
15. Household Furnishings	118,327	445,065
16. Industrial Materials	171,796	726,224
17. Insurance	379,381	1,480,102
18. Jewelry, Optical Goods & Cameras	54,290	214,867
19. Office Equipment, Stationery & Writing Supplies	197,458	928,135
20. Publishing & Media	122,814	575,991
21. Radios, Phonographs, Musical Instruments & Accessories	163,828	748,660
22. Retail Stores & Shops	--	--
23. Smoking Materials	1,718,118	6,881,635
24. Soaps, Cleansers & Polishers	1,671,866	6,401,803
25. Sporting Goods & Toys	--	--
26. Toiletries	2,969,552	11,676,647
27. Transportation, Travel & Resorts	--	--
28. Miscellaneous	209,463	871,423
TOTAL	$17,076,719	$69,139,600

* Source: Publishers Information Bureau.

FCC PROBES

Two Ordered at 80th Congress Climax

By RUFUS CRATER

TWO INVESTIGATIONS were awaiting FCC on Capitol Hill last week—one by a House select committee and one by a Senate Interstate Commerce subcommittee—under separate authorizations issued in the last, jampacked hours of the 80th Congress.

The inquiries are to be held independently during the Congressional recess this summer and fall.

What looms as the more spectacular was authorized by the House late Saturday night, July 19, in passage of the Harness Resolution (H-Res. 619) for a full-dress select committee probe of the Commission, its personnel and general operations, its licensing and renewal policies, and its treatment of applications filed by alleged subversive or Communist-front groups [BROADCASTING, June 21].

Even broader in scope is the field assigned for survey by the Senate Commerce subcommittee, which was set up in a surprise order issued by retiring Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee and also of the new subcommittee, a few hours before the House action.

This inquiry to be conducted by Sens. White, Charles W. Tobey (R-N. H.), and Ernest W. McFarland (D-Ariz.), will deal with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities so far as broadcasting is concerned. (Text of Sen. White's order establishing the subcommittee, this page.)

Viewed as Study

Although the subcommittee has subpoena powers and funds are available, observers felt the Senate inquiry might come closer to being a study than a full-fledged investigation of FCC. This belief took into account the extensive hearings already held on Sen. White's committee-approved bill to amend the Communications Act (S-1333), whose principles Sen. White clearly wants preserved for the basis of radio legislation in the next Congress.

On the other hand, it was pointed out, Sen. Tobey has demonstrated a flair for spectacular and aggressive probing and may use the opportunity to renew his fight against RCA and against FCC's allocations to FM and television. But in any event committee sources felt there was little chance the subcommittee would act before late summer or early fall. Its report is to be submitted to the Senate "as soon after Jan. 3, 1949, as is practicable."

The approach of the House probers—though they haven't been named yet—appeared certain to be aggressive and largely antagonistic to FCC and its policies.

Observers saw several factors contributing to the passage of the last-minute measure instituting the investigation: (1) Its provisions tie in with the Republican anti-communism campaign; (2) it lumps together a number of complaints which have been directed at FCC frequently and freely from the floor of the House, and (3) it provides an opportunity for the GOP to make political hay before the November elections.

Purpose of Senate Probe

The Senate group's inquiry, aside from its announced purpose of gathering "additional" information looking to revision of the radio law, was regarded in some quarters as designed to offset some of the apparent House prejudice against FCC policy operations, particularly in the controversial field of program review.

Whereas the House resolution directed one phase of its investigation squarely at FCC's Blue Book and whether censorship is being invoked, Sen. White and other leaders of the Senate committee have insisted that the Commission not only should but must review stations' program performance. The White Bill contains a provision specifically giving FCC that right.

Sen. White's decision to head the Senate subcommittee even though he is retiring at the end of this year demonstrates his desire to have a key role in new legislation modernizing the present radio law, of which he is the principal author. In naming the subcommittee he conceded that final action on his bill by this Congress appeared "unlikely," though he previously had expressed hope that it would get action if Congress returned after the political conventions [BROADCASTING, June 14].

There remained a question as to the extent of his participation in the subcommittee's work. Because of his frail health, it was believed that most of the activity would be directed by Sens. Tobey and McFarland. Sen. White, a hay-fever

(Continued on page 57)

'43 STUDY

Money, Man-Hour Cost Was Quarter-Million

THE LAST Congressional select committee investigation of the FCC, instituted in January 1943, lasted two years and cost an estimated quarter of a million dollars in money and man-hours.

It produced a committee report which, reflecting a split along party lines, largely absolved the Commission but recommended Congressional review of the Communications Act and modifications to bring it up to date.

By comparison with the $25,000 set aside for the FCC probe now being undertaken by a House select committee (see story this page), the 1943-44 investigation carried an appropriation of $110,000, of which about $106,000 was spent. FCC itself was said to have spent well over $120,000 in salaries, exhibits, and incidental expenses. FCC staff members devoted 49,009 man-hours to the task of digging up files, facts and figures for the House Committee.

The majority report was signed by the Democratic members—Reps. Clarence F. Lea (Calif.), who took over the chairmanship upon the resignation of Rep. E. E. Cox (D-Ga.), and Edward J. Hart (N. J.) and J. Percy Priest (Tenn.)—with Rep. Richard B. Wigglesworth (R-Mass.) dissenting sharply and Rep. Louis E. Miller (R-Mo.), who went along with many of the majority's recommendations, also entering a separate report castigating the Commission.

This time, with the Republicans in control in the House, the party lineup on the committee will be reversed.

The 1943-44 investigation probed into virtually all phases of FCC operations and was constantly complicated by political and personal feuds and bickering.

FCC personnel tangled with Committee Chairman Cox from the outset. They charged he accepted $2,500 for representing WALB Albany, Ga., while a member of Congress. Rep. Cox retorted that he endorsed the check to a local charity, that it was sent him without his knowledge, and that James Lawrence Fly, then FCC chairman, needed investigating. This phase of the fight ended dramatically in late September 1943 when Rep. Cox, speaking on the floor of the House, resigned the chairmanship.

At one point FCC Chairman Fly offered his "cooperation" on condition that Eugene L. Garey, New York attorney, resign as general counsel of the committee. On a 3-to-2 vote, the committee refused to demand his resignation. Mr. Garey and his staff did resign later, charging the probe was becoming a "sheer whitewashing affair." John J. Sirica, Washington attorney, subsequently was named general counsel. He himself later resigned, charging "whitewash."

The Commission submitted a total of 4,811 items to the committee during that investigation, aside from scores of station files and other Commission data. FCC officials estimated that 6,126 man-days, or approximately 20 man-years, were devoted to the probe by Commission personnel.

TEXT OF ICC SUBCOMMITTEE ORDER

TEXT of the order authorizing a Senate Interstate Commerce subcommittee investigation of the FCC during the Congressional recess (see story this page) is printed below. The order was issued June 19 by Sen. Wallace H. White Jr. (R-Me.), retiring chairman of the full committee and author of the White Bill (S-1333) to amend the Communications Act. It was addressed to Sens. Charles W. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.), who will serve under Sen. White on the subcommittee. The order:

In view of the fact that the Senate Committee on Interstate & Foreign Commerce, after extended hearings on S-1333, has issued a report recommending certain amendments to the Communications Act of 1934, as amended; and in view of the further fact that it now appears unlikely that final action will be taken on these recommendations by the present Congress; and because it appears desirable that these and other legislative proposals should be considered at the earliest possible date by this Committee and the Congress, I deem it advisable that additional information be procured concerning certain aspects of the operations of the FCC and concerning our statutory law and our international commitments.

I am, therefore, today naming a subcommittee of the Senate Committee on Interstate & Foreign Commerce, consisting of Sens. White, chairman, Tobey and McFarland, which subcommittee, under the terms of the Congressional Reorganization Act, is authorized and directed to study both our domestic and foreign problems and specifically:

1. The manner in which the FCC has been exercising its licensing authority with respect to radio applications;

2. The extent to which the Commission examines the qualifications of applicants for licenses or renewals of licenses in order to determine that only qualified persons are licensed to operate radio stations;

3. The extent to which the FCC examines the operations or proposed operations of radio stations in order to assure that such stations have been or will be operated in the public interest;

4. The problems presented by requirements of international treaties and conventions in relation to such revisions as may be necessary in the Communications Act of 1934;

5. The problems relating to American carriers operating in the domestic and international fields, including the relationship of these problems to the national security of the U. S.;

6. The problems arising from unprecedented demands for frequencies for safety and special services and common carrier uses including new industrial uses, aviation, railroads, buses, trucks, taxicabs, and other uses.

Pursuant to the Congressional Reorganization Act, the subcommittee is authorized to hold such hearings, summon such witnesses by subpoena or otherwise, procure such books, papers and documents, and make such expenditures, authorized by the chairman, as it deems necessary and advisable to carry out the purposes of the investigation and study. The subcommittee shall report to the Senate as soon after Jan. 3, 1949, as is practicable, with such recommendations as it deems desirable for changes in the Communications Act of 1934, as amended.

STRATOVISION'S DEBUT

Plane TV Party Success

By J. FRANK BEATTY

STRATOVISION made its formal debut last week.

The party was a decided success, in the opinion of two score technical observers at a private inspection of radio's most glamorous debutante.

It was a heart-warming triumph for a cluster of engineers from Westinghouse Electric Corp. and Glenn L. Martin Co., who have endured the tortures of the pioneer in bringing sky-hook television transmission to its new stature.

All who sat around a half-dozen television receivers in the Zanesville (Ohio) Country Club last Wednesday knew without any prompting from Westinghouse and Martin that they were seeing electronic history in the making.

For television service with usable quality was being transmitted over the largest area that had ever received a video program.

Public Showing

Stratovision had demonstrated a fortnight before that it could be unveiled for public inspection [BROADCASTING, June 7, 14].

Even so, the new method of scattering visual signals over areas 400 miles in diameter had been tested in the air a total of only 15 hours.

Stratovision's coming-out party was a technical and social success —so much a success that it raised a question no Westinghouse or Martin engineer or executive yet dares to answer.

● Where does Stratovision go from here?

Demonstrated last week was the ability of a high-flying plane to rebroadcast with suitable fidelity a visual and sound program over an area more than 300 miles in diameter.

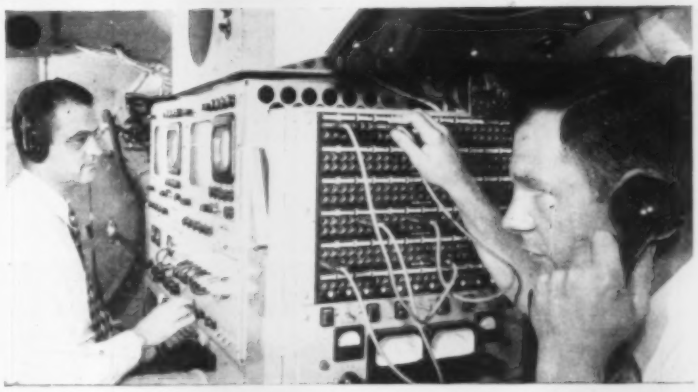
Westinghouse stratovised a 1 kw visual signal from a plane flying 25,000 feet over the Pittsburgh area to Zanesville, over 100 airline miles away.

Reception Quality Varies

The signal viewed in Zanesville receiving sets was poor to satisfactory. That it wasn't excellent wasn't the fault of the experimental apparatus in a B-29 bomber where Stratovision's papa—Charles E. (Chili) Nobles—huddled with several others in the pressurized compartment.

The plane appeared to be relaying everything it could get its antenna on, but the very height that enabled it to spread visual service over such a broad area served also to enhance interference on the Channel 2 signal of WMAR-TV, *Baltimore Sun* station.

True Stratovision will pick up beamed relay signals instead of taking a program off-the-air from a distance of 197 airline miles, it was explained by Dr. John A. Hutcheson, director of Westinghouse Research Laboratory.



NERVE CENTER of Stratovision is this monitor for airborne TV and FM received and retransmitted from a B-29 bomber during the GOP Convention last Wednesday evening. Monitoring Westinghouse signal in Stratovision plane is C. E. (Chili) Nobles (l), 30-year-old inventor. At right, Ben Carroll, Glenn L. Martin Co. engineer.

Almost as he spoke, Chili Nobles ordered the B-29 eastward to get a better pickup from Baltimore. The plane rapidly drew away from Zanesville toward Cumberland, Md., reaching an estimated distance of perhaps 150 miles from the Ohio town as it came within the same distance of Baltimore.

The signal improved markedly in quality on the veranda of the little country club, chosen by Westinghouse because of its dining and telephone facilities rather than its antenna efficiency. The picture lost some of its herringbone, and the frequent venetian blind effect became less annoying to those accustomed to the primary signals of metropolitan stations.

Westinghouse and Martin had pulled out all the stops in arranging the Zanesville debut. Washington and Baltimore writers had been flown to New York in the pride of the Martin fleet, its fast 202. After lunch with a group of New York newsmen, the combined party of 36 took off for Zanesville and arrived there two hours later.

Originally Chillicothe, Ohio, had been chosen for the demonstration, as a town beyond normal reception of a large city TV station. The only available locale had been found to have only a rural 10-party telephone.

The last-minute shift to Zanesville, with better telephone facilities, was justified during the broadcasts when BROADCASTING's reporter phoned around the East and Midwest to check reception.

First call, to a TV fan who had caught a Stratovision test, was a flop. Samuel P. Sturgis, 609 Stratford Drive, Ann Arbor, Mich., over 200 miles from the plane said reception was "pretty terrible," but added that Detroit (35 miles away) wasn't much better and Cleveland wasn't coming in at all. The area was getting a stiff working over from a thunderstorm at

(Continued on page 63)

CHILI CHILLY

Nobles Wishes Test Had Been 100 %

THE eyes of the electronic world were on 30-year-old Chili Nobles last week.

This young scientist appeared to have aged a decade since he came up with the Stratovision dream scarcely three years ago.

From the group of technical and newspaper writers flying over the Pennsylvania hills as these lines are being written to the haunts of hams and engineers—most seem to concede that a plane flying at 25,000 feet can deliver with fidelity a television signal from a ground station to an area over 300, perhaps over 400 miles in diameter.

But was Chili satisfied?

No—very definitely no.

He was delighted with performance of the special plane equipment, developed by Westinghouse and installed with the help of Martin plane engineers. It completely lived up to promise.

But Chili bemoaned the New York rains that had caused postponement of the Louis-Walcott fight, an unexpected hitch that found Chili forced to pick up the WMAR-TV Baltimore signal at a height of 25,000 feet from a distance of about 200 miles while other Channel 2 stations were operating—and interferring too. Also annoying was the fact that the B-29's receiving antenna, located atop the rudder and pre-set on the ground for Channel 4 reception of WNBW Washington, did not pick up a good WMAR-TV signal. Moreover, he found WMAR-TV was getting a poor signal off the coaxial cable.

Behind the stratovised trail-blazing by Chili Nobles were countless days—and nights, too—spent by loyal Westinghouse and Martin executives and engineers.

Moving spirit in Westinghouse's radio project has been Walter Evans, vice president in charge of all radio activities. Then there have been Edward T. Morris, assistant to the vice president; Dr. J. A. Hutcheson, director of research; Al Nims, Kent Mack, William Cryer, Everett Whatley, Coleman Miller, Henry Hayes, Camille Marie, John Sausser, Bert Wallace and James Gossey, all engineers.

Enthusiasm of Glenn L. Martin, president of the Baltimore plane company, has paced the airplane engineers, supported by M. M. Gouger, vice president in charge of personnel and press relations, and Ben Carroll, new development project engineer; Pat Tibbs, director of flight tests; W. R. Turner, manager of flying operations; Wilfred Smith and Frank Huffman, who have been piloting planes with Messrs. Tibbs and Turner; and William Duckworth, engineer.

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TRANSIT FM

PROSPECTS of lengthy strides in radioizing the nation's transportation system have inspired bilateral overtures by two advertising mediums—transit radio and car card advertising—to consolidate both operations under one roof, it was learned authoritatively last week.

Informal amalgamation gestures have been made by representatives of both media but no decisive action is anticipated in the near future, a reliable source advised BROADCASTING.

Apprehension in car card advertising circles was said to be running as high as optimism in transit broadcasting groups. The source, who preferred anonymity, declared more "feelers" would probably be extended by both groups but declined to comment on possibilities of the media arriving at a mutually satisfactory agreement or arrangement.

Meanwhile Transit Radio Inc., of Cincinnati, assertedly the prime mover in the bus and trolley FM reception field, had launched plans for "The World's Premiere of Radio Program Reception in Busses," scheduled for July 10 in the Ohio city.

Appropriate ceremonies, in which officials of the city, broadcasting and transit industries will participate, will mark completion of installation of receiving sets in a number of Cincinnati busses for permanent and regular service.

The occasion, according to Richard C. Crisler, executive vice president of Transit Radio Inc., will be "the first time that reception of radio programs will be available to riders of a transit vehicle on a regular basis."

Plans were being readied by Transit Radio Inc. to provide FM broadcasts regularly to 500 vehicles of three transit firms in two cities by the early part of August.

Their fast-moving plans lent weight to reports that car card representatives were deeply concerned over possiblities that proposed FM broadcasts to vehicles posed serious threats of the embryonic venture cutting deep inroads into the car card field.

Approximately 12 million bus and trolley rides monthly in the Cincinnati and Scranton-Wilkes-Barre areas will be cushioned with radio entertainment starting in August, Mr. Crisler announced June 23. The broadcasts will reach an estimated 9 million monthly rides in the Cincinnati region and an estimated 3 million monthly rides in the Wilkes-Barre area, according to Mr. Crisler.

Installations are presently being made at a rate of six a day in vehicles of the Cincinnati, Newport and Covington Railway and its subsidiary, Dixie Traction Co. The latter transit firm, known locally as the Green Line, serves the Northern Kentucky-Cincinnati area. Eventually the installation pace will be stepped up to 12 a day.

An agreement was reached by the CNC line and Transit Radio Inc. last February [BROADCASTING, April 5]. Third party to the contracts is Radio Cincinnati, Inc., licensee of WCTS (FM affiliate of WKRC, *Times-Star* station), which will originate broadcasts to the busses and trolleys, Hulbert Taft, Jr., managing director of Radio Cincinnati Inc., is also president of Transit Radio Inc. WCTS operates on Channel 270, 101.9 mc, with 12.5 kw.

Principals in the Pennsylvania contract are Transit Radio Inc., the Wilkes-Barre Transit Corp. and Scranton-Wilkes-Barre-Pittston Broadcasting Co., licensee of FM station WIZZ. Broadcasts by WIZZ will be on Channel 277, 103.3 mc, with 2.5 kw power.

Mr. Crisler said that permanent installation in 115 busses of the CNC line, operating in Ohio and Kentucky, will be completed by the July 10th premiere date.

Immediately upon completion of work on CNC vehicles, radio crews will start installing 300 receiving units in busses of the Cincinnati Street Railway, serving the metropolitan area of Cincinnati. These installations will be completed about Aug. 1, Mr. Crisler declared.

In the Scranton-Wilkes-Barre area, installation will get under way on 100 vehicles by July 15 and will be completed by Aug. 15, Mr. Crisler said.

Initial programming on WCTS will consist of 15 minutes of music, 3 minutes of news and commercials of 20 seconds duration, according to Station Manager Taft.

Station officials report an enthusiastic response from advertisers. Seventeen accounts, two of them national, have been signed by WCTS. The local accounts, according to Mr. Crisler, are several department stores, food markets, a dry cleaning establishment, a sausage producer and soft drink firms. The contracts become effective when the station can guarantee 400 radio-equipped vehicles. This will be accomplished by August 1, Mr. Crisler maintained.

Mr. Taft explained that the station has programmed itself especially for transit radio operations during the past 30 days even though receivers were not yet installed, to insure perfect programming operations from the offset since bus riders constitute a major portion of the audience.

Reaction of passengers to musi-

(*Continued on page 74*)

Car Card Merger?

ALMS & DOEPKE, Cincinnati department store, is signed to start daily spot announcements to bus and streetcar riders over WCTS (FM) Cincinnati. Deal will be handled through Transit Radio Inc. that city. Transit Radio has franchise with FM stations in other cities, but this is first signing for commercial sponsorship. L to r: Louis F. Schlueter, president of Alms & Doepke; Garry Stephenson, sales executive of WCTS, and David G. Taft, manager of WCTS and treasurer of Transit Radio.

Drawn for BROADCASTING by Sid Hix

"We're putting in a powder room for the lady commissioner."

TV PICK-UPS

3 Courts Uphold Rights Of Broadcasters

PROPERTY rights of television broadcasters in the material they broadcast were upheld three times last week when courts in New York, Boston and Philadelphia issued orders enjoining four attempts to pick up for the entertainment of admission-paying audiences the NBC video broadcast of the Louis-Walcott fight.

Plaintiffs in all cases were Joe Louis, Joe Walcott, Madison Square Garden Corp., Twentieth Century Sporting Club, Gillette Safety Razor Co. and NBC, the fighters' promotors, sponsor and broadcasting company joining hands to prevent unauthorized use of what they claimed was their property. In Philadelphia, Philco Television Broadcasting Co., operator of WPTZ, which carried the fight telecast in that city, was also a plaintiff.

Defendants in Philadelphia were Willard I. Richman and the Lanbar Hotel Co., operating the Broadwood Hotel in Philadelphia, and Flora and Henry Friedman, operators of the Lawndale Theatre in that city. The theatre had advertised that NBC's fight telecast would be shown by large screen pickup. The hotel advertised large screen reproduction in its ballroom where a minimum cover charge of $2.50 was set for the occasion, with pickups on home-type sets in other public rooms of the hotel.

President Justice Harry S. McDevitt of the Common Pleas Court enjoined the theatre pick-up completely and that of the hotel on the large screen set, but did not forbid the hotel from picking the fight up on smaller sets if no special admission or cover charge was made. He pointed out that the latter prohibition would set a precedent which might be used against the reception of video programs in any bar or grill, stating that he did not want to make such a ruling when the parties who would be affected were not present in court to present their arguments.

Justice McDevitt, in a strongly worded statement, said that such unauthorized pickups as were contemplated by the defendants, would be "theft of a property from the person who bought the television rights."

In the New York case, New York Supreme Court Justice Lloyd Church issued a temporary injunction against California Productions and Audubon Ballroom Inc., co-licensees of the Audubon Ballroom,

(*Continued on page 64*)

CODE ZERO HOUR

Standards Effective July 1

BROADCASTING stations belonging to the NAB, and many nonmembers as well, start operating Thursday under a new NAB Standards of Practice.

The event will be observed quietly, and with no sudden impact on listeners, but in the opinion of NAB President Justin Miller it will mark "a long stride, but only the first one" toward uniform and continuing improvement in American radio.

The paper work has been done. With addition of a new educational section last week, and the clipping of a couple of commas, the formal document was printed. (Text of code appeared in the May 24 BROADCASTING.) Three copies were mailed to members, and nonmembers, too.

Next comes the vastly more important industry-wide job of operating under the code's provisions. This involves adherence by stations, and development of a set of precedents. These precedents, like the common law, will evolve from trial and error in specific cases, according to Judge Miller.

Also important is the corollary problem of educating the public on the Standards of Practice.

Judge Miller and Harold Fair, NAB Program Dept. director, will carry the brunt of the first phase of bringing station operations under the code's provisions. Starting with the annual series of district-area meetings, opening July 26 (see separate story page 71), they will tour the nation. At each meeting they will explain the code, and confer with station executives. On this tour may depend much of the degree to which broadcasters live up to the commercial and program provisions of the standards.

Mr. Fair made a trial run in preparation for his tour at meetings of the Florida and South Carolina broadcasting associations. The Carolina group was formed last Monday; the Florida association met over the weekend (see story page 89).

Superb Standards

He reported station executives at both meetings substantially behind the standards. Main concern, he indicated, centered around fear of "enforcement," but the fears were dispelled by assurance that no club-swinging or disciplinary action was contemplated.

Discussing the standards on the eve of the July 1 enforcement date (its provisions apply to contracts in effect as of May 19, 1948, but in no case later than May 19, 1949), Judge Miller said:

Listeners should not expect a revolutionary change in programming and commercial practices on July 1. They will notice, however, on the hundreds of stations which have subscribed to the standards, a more listenable balance of commercial copy against program material. They will be conscious of efforts toward higher goals of good taste in mystery and children's programs.

Enthusiastic endorsement of the standards by member stations of the NAB confirms again the desire of the American broadcaster to improve continually his service to the public. Only by holding and strengthening the confidence and approval of the listener can American radio thwart any effort to introduce a system of broadcasting out of harmony with our democratic ideals.

I have heard and read that members of the association have resigned in protest against adoption of the standards. There has not been a single resignation from the association attributed to this reason. As a matter of fact, our applications for membership have increased markedly since the Los Angeles convention. Indeed, in some cases, new applicants have stated that they were joining the association because the standards had been adopted.

The NAB has in membership about 85% of the stations on the air. We will mail Standards of Practice to non-member stations as well and invite their cooperation.

None knows better than the listener himself the ingenuity of the American broadcaster in introducing new patterns of programming. We may well expect that changes in programming practices will require revisions in the standards. This problem will be constantly before us. Furthermore, the introduction of new forms of the broadcast art—such as television—will affect the future development of standards.

Education Section

A new section covering educational broadcasting, which had been inserted prior to the convention by Judge Miller without specific language, appears in the final version of the standards. It calls on broadcasters to work with educators in perfecting techniques and training personnel.

The section follows:

EDUCATIONAL — Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Operation of the code, starting July 1, winds up nearly two years of planning, drafting and industry controversy.

The NAB Chicago convention in October, 1946, adopted a resolution calling for appointment of a committee to establish a code as an industry guide. First meeting of the Special Standards of Practice Committee appointed by President Miller was held March 31, 1947, with Robert D. Swezey, MBS, as chairman.

Subcommittees Report

Two subcommittees, Commercial Practices and General Program Policies were appointed. A report of their activities was drawn up by the Standards Committee March 30. The Program Executive Committee met April 1-2 to receive the report.

Further subcommittee meetings were held later that month, with recommendations submitted to the Standards Committee May 12-13. Mr. Swezev named a drafting committee and then reported to the NAB board at its May 21-22 meeting.

The Standards Committee met July 22-23 and drew up a new draft for board study. Revised standards for board action were adopted Aug. 7-8 by the Program Executive Committee.

Meantime the industry had been voting by mail on revised By-Laws, which vested the board with full code powers. These By-Laws were adopted overwhelmingly.

At Atlantic City Sept. 16 and 18, the convention devoted two half-days to heated code discussion. The board promulgated standards Sept. 19, to go into effect Feb. 1, 1948, but this action drew industry protest and the board decided in November to start all over again.

Autumn protests had come from the Independent Stations Committee and the FM Executive Committee, which had met Oct. 23 and 24 respectively.

The board's Nov. 13-15 meeting covered mainly the commercial time limits of the code. Between that time and the Feb. 24-26, 1948, board meeting at Hot Springs, Va., a special board drafting committee went over the document and made many changes. The board decided at that time to submit a new draft to the membership well ahead of the May 17-19 convention in Los Angeles.

The afternoon session of the convention on May 17 was devoted to discussion of the standards, the convention voting overwhelmingly to endorse the document. The board handed down its official code order May 19 with orders to make a few refinements in language and to draft an educational section.

LOG CHARGE

San Antonio Stations Answer Newspapers

IN ANSWER to a notice by daily newspapers in San Antonio, Tex., that they would henceforth charge for running radio program logs, seven San Antonio stations purchased a three-quarter-page advertisement in this week's issue of *Tel-Type*, weekly, local radio newspaper, to present their side to the public.

The ad states that in April the stations received notices from the papers that on May 1 publishing of program logs would be discontinued as news, but could be reinstated at national advertising rates. Since that date the logs have not been published by the papers, with the exception of one newspaper-owned FM station which has purchased space.

The five-point statement by the stations in the ad follows, in part:

1. Naturally, the radio stations recognize the newspapers' prerogative as completely independent business operations, to discontinue any news they see fit . . . as long as the readers of the newspapers are satisfied with the paper.

2. For many years public interest in radio programs has been so high . . . that the newspapers recognized such obligation to their readers and published such schedules as news. . . . Any implication that such logs have been published as a free service to radio stations for philanthropic reasons is not entirely accurate.

3. . . . We have never considered it the newspapers' obligation to promote radio stations. For messages which are aimed at promoting an individual program or feature, we have collectively spent thousands of dollars a year for advertising space . . . it should be recognized that it is the newspapers, not the radio stations, which discontinued the feature [logs].

4. We feel that it is neither justifiable nor right . . . to expect radio stations to furnish programming service to the public without cost to the listener, and then to pay several thousand dollars a month to the newspapers for publishing daily logs to which the public is entitled as part of the newspaper for which it pays.

5. . . . In virtually every town in the United States with population over 200,000, newspapers are running program logs as news.

The statement concluded by reminding readers that the program logs in *Tel-Type*, which carries a full log, are printed as news and "not paid for or subsidized directly or indirectly by the radio stations." The ad was purchased by KTSA KABC WOAI KMAC KITE KCOR KONO.

Titus, Associates Enter Guilty Pleas

PLEAS of guilty to charges of conspiracy to violate the California Corporate Securities Act were entered last week by Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in the North American Broadcasting Service Inc. The defendants withdrew their pleas of not guilty and entered the new pleas when they appeared in Superior Court in San Francisco, June 22.

Attorneys for the defendants made a motion for probation and Superior Judge Albert C. Wollenberg set Aug. 9 as the date for hearing of the motion. Meanwhile, Messrs. Titus, Fjellstrom and Husband are out on bail.

North American Broadcasting Service Inc., Mr. Titus' first "Fifth Network" project, was indicted by a San Francisco County Grand Jury in January [BROADCASTING, Jan. 26], charged with allegedly selling stock in California without authorization from the State Corporation Commission. The trial of Mr. Titus and his associates has been repeatedly postponed, the fifth postponement to June 22 being issued May 26 [BROADCASTING, May 31].

Radio America Inc., latest organization of Mr. Titus looking toward a fifth network, is still soliciting subscriptions [BROADCASTING, May 17].

Sen. White Honored On His Retirement

Record in Communications Cited By Sen. McFarland

UPON RETIREMENT from Congress after 31 years of continuous service in both Houses, Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, was paid a glowing tribute during the closing day of the Senate, June 19, by a colleague who referred to him as the father of major communications legislative policy.

Sen. Ernest W. McFarland (D-Ariz.) reviewed the career of Senator White from the time he served as secretary to his grandfather, the late Senator Frye, who was president pro tempore of the Senate and at one time also chairman of the Senate Interstate and Foreign Commerce Committee.

"The senior senator from Maine," said Senator McFarland, "will not be with us next year but he has left a mark which will keep his memory bright. He may well be called the father of two major legislative policies — communications and shipping. . . . His interest in telecommunications, and particularly in the early days of radio when it was regarded as a toy, has carried through to this day. He was the principal author of every communications law now on the statute books and he worked indefatigably to the very end of this Congress in an effort to secure the enactment of new, more comprehensive and urgently needed revision of the present Communications Act."

Regrets Difficulties

In referring to Senator White's last bill—S-1333—Senator McFarland expressed regrets that "difficulties in reconciling diverse views in the industry" had prevented earlier consideration of the measure which "would have gone far to clarify and resolve some of the more pressing problems in the broadcast industry today."

Senator McFarland, third ranking Democrat member of the Senate Commerce Committee, prophesied that "when communications matters are considered in succeeding Congresses, whether Republicans or Democrats are in control, the views and opinions of the Senator from Maine, as expressed in the bill authored and reported by him in this Congress, will be reflected in whatever legislation is finally enacted."

The White bill, which among other provisions contained a ban on power above 50 kw, and granted program review powers to FCC [BROADCASTING, June 21], was introduced in a late hour of Congress.

Senator White upon urging from colleagues, however, has initiated an investigation of the communications industry to be conducted during the summer adjournment of Congress, with a view toward revising the Communications Act (see story page 26).

CONGRESS

New Committee Lineup Seen Next Year

AS THE 80th Congress moved toward its place in the pages of history, speculation in radio circles was centered on who would be the key legislative figures responsible for radio legislation in the next Congress.

The announced retirement of Sen. Wallace H. White Jr. (R-Me.) (also see other story this page) as chairman of the powerful Senate Interstate and Foreign Commerce Committee guaranteed alterations in the lineup of that committee.

In the event that a Republican majority holds the reins of the 81st Congress: Sen. Charles W. Tobey (R-N. H.) would be the number one choice to fill the vacancy created by Senator White's retirement. However, the New Hampshire legislator is also tagged for chairman of the influential Senate Banking and Currency Committee. He is allowed only one chairmanship of a standing committee and has declined to state his preference. Should he favor the latter chair, the next Commerce Committee chairman would be Sen. Clyde M. Reed (R-Kans.).

Republican members of the Senate Interstate and Foreign Commerce Committee who have signified their intentions of retiring this year include Senators Albert W. Hawkes (N. J.) and E. H. Moore (Okla.).

If the Democrats regain majority control of Congress: Sen. Edwin C. Johnson (D-Colo.) would get the nod as chairman of the Senate Interstate and Foreign Commerce Committee, providing he wins what appears will be a tough race for re-election in a state purportedly going Republican. Sen. Tom Stewart (Tenn.) is the next ranking Democrat on the committee. Reported opposition of the powerful Crump machine to Senator Stewart's re-election, if effective, would elevate Sen. Ernest W. McFarland (D-Ariz.) to the second ranking Democratic spot. Should Senator Johnson also be defeated, Senator McFarland would be first in line for the chairmanship.

Should the majority complexion be changed in November elections: Rep. Robert Crosser (D-Ohio) would succeed to the chair of the House Interstate and Foreign Commerce Committee, if he is re-elected. The ranking Democratic member of the House committee, is Rep. Clarence F. Lea (Calif.), who has announced his intentions of retiring.

Bulwinkle's Position

If successful in his re-election efforts, Rep. Alfred L. Bulwinkle (D-N. C.) would, by virtue of Congressman Lea's retirement, be the second ranking Democratic member. In the event Congressman Crosser is defeated, Representative Bulwinkle would be logical successor to the chair if a Democratic majority returns to Congress.

Rep. Charles A. Wolverton (R-N. J.) would remain chairman of the House committee if a Republican majority is returned to Congress. In the event of his defeat his possible successors, depending upon their own re-election, would be, during a Republican Congress, Reps. Carl Hinshaw (R-Calif.), Leonard W. Hall (R-N. Y.), and Joseph P. O'Hara (R-Minn.), in that respective order.

BMB MEET

Users Service Committee Plans Activities

BROADCAST Measurement Bureau's newly formed Users Service Committee, meeting for the first time June 24 in New York, planned future activities, heard a report from the director of subscriber service, and considered BMB's representation at forthcoming NAB district meetings, and the organization of district advisory councils.

Committee membership is composed of five delegates each from AAAA, ANA and NAB. The purpose of the group is to "foster the valid use of BMB data."

Cort Langley, BMB director of subscriber service, in reporting on his work with advertisers, agencies and broadcasters, indicated a need for educating all segments of the industry in the value and use of fundamental research.

Committee members who attended the meeting are: AAAA—Elizabeth Black, the Joseph Katz Co.; Mary Dunlavey, Pedlar & Ryan, and Newman McEvoy, Newell-Emmett. ANA—Sherman Gregory, Campbell Soup; William Koenig, R. J. Reynolds Tobacco Co., and Richard Rettig, American Home Products. NAB—Z. C. Barnes, MBS.

Guests from the BMB board included Linnea Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding, and E. P. H. James, MBS. Other guests were Hugh Higgins, NAB; Kenneth Godfrey, AAAA, and Daniel Denenholz, the Katz Agency.

BMB staff members present were Hugh Feltis, John Churchill, Philip Frank and Cort Langley.

Other members of the Users Service Committee are: Oliver B. Capelle, Miles Laboratories; John V. Sandberg, Kraft Foods Co.; Harlow P. Roberts, Goodkind, Joice & Morgan; Winslow H. Case, Campbell-Ewald Co.; Hugh K. Boice, WQXR New York; Inglis M. Taylor, WEBQ Harrisburg, Ill.; John M. Outler, WSB Atlanta, and Eugene Katz, the Katz Agency.

KYA, KLAC Sale Agreements Filed

Warners Would Buy Outlets For Over One Million

AGREEMENT for sale of KYA San Francisco and KLAC Los Angeles for $1,045,000 by Mrs. Dorothy Thackrey to Warner Bros. was reported filed with FCC last week as attachment to the interim ownership reports for the two outlets. Formal applications for Commission consent to the transfers are forthcoming, it was said.

Transaction includes KLAC's authorization for television Channel 13 (210-213 mc) in Los Angeles.

Mrs. Thackrey, owner of the *New York Post* and WLIB New York, is owner of all the outstanding stock in KMTR Radio Corp., KLAC licensee, and Palo Alto Radio Station Inc., KYA licensee. Warner Bros. is owner of KFWB Los Angeles and under the sale agreement, signed May 19, will dispose of either that station or the newly acquired KLAC to comply with FCC's duopoly rule.

KLAC is assigned 1 kw fulltime on 570 kc and holds permit for increase of day power to 5 kw. KYA operates on 1260 kc with 1 kw day and 1 kw night, fulltime, and has pending an application for switch to 50 kw on 1060 kc. KFWB facilities are 5 kw on 980 kc.

Adjustment of the sale consideration is to be made in amount of difference between current assets of both outlets and the current liabilities at time of settlement. Deal also provides for arrangement of advance up to $500,000 to the Thackrey interests by Warner through The New York Trust Co. Money would be expended for the KYA assignment switch should it be approved in the interim.

Sale agreement involves immediate payment of 10% of the $1,045,000 stipend with another 5% to be paid Dec. 1 if Commission approval is not received by that date. Balance is to be paid at settlement after FCC approval. Deal is void May 1, 1949, if Commission approval has not been granted by that time and an extension of the pact is not made.

Mrs. Thackrey acquired control of KYA in 1945 for $442,976 and paid approximately $300,000 the following year for KLAC (then KMTR).

Sterling Campaign

STERLING DRUG Co., New York, which in April dropped newspaper advertising in favor of a radio campaign for Dr. Caldwell (laxative), July 5 will begin a $180,000 to $230,000 transcribed spot campaign on 120 U. S. stations. Five announcements a week, either chain breaks or one-minute spots, will be used for the ensuing six months. Sherman & Marquette, New York, is the agency.

C. E. HOOPER, INC. REPORTS ON

MORNING

STATION-PREFERENCES

IN "IOWA PLUS"!

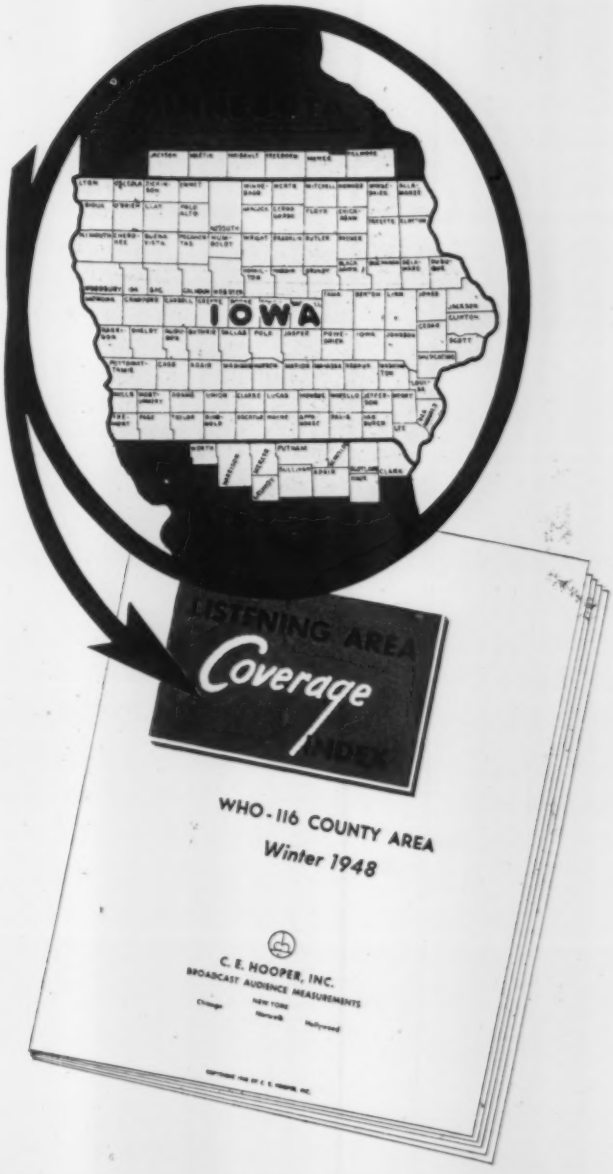
C. E. Hooper, Inc. has just released a Winter, 1948 Listening-Area Coverage Index for the 116-county area which we call "Iowa *Plus*".

The Index gives percentage of mentions for each station selected by more than 1% of the people polled. A scientifically-selected cross-section of listeners were asked "To what stations do you and your family listen most frequently or the most time?"

MORNINGS, WHO GETS 30%
NEXT STATION GETS 9%

For the period 6:00 AM-12:00 Noon, WHO was rated first by 30% of the respondents. Eight other Iowa commercial stations were selected by 1% or more of the people. The *combined* rating for *all* these eight stations totalled 31%.

Top-notch programming, outstanding public service means better values. Write for your copy of the 116-County Area Report—or ask Free & Peters.



WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

PARAMOUNT TV *Will Help Movies—Raibourn*

By LARRY CHRISTOPHER

TELEVISION as a "great new medium" to help rather than hinder the motion picture business was envisioned last week by Paul Raibourn, Paramount Pictures Corp vice president.

Appearing before FCC in Washington at further comparative hearing on the multiple applications pending for the two remaining video channels at San Francisco, Mr. Raibourn testified Paramount has not seriously considered television a threat to the movie box office. He said Paramount has been working to keep ahead of all others in the development of television and indicated broader opportunities for TV to serve the public above broadcasts for home consumption alone.

Mr. Raibourn, who also is president of Paramount Television Productions Inc., operator of video outlet KTLA Los Angeles and one of the TV applicants at San Francisco, predicted the eventual use of feature films on television although some doubt exists whether the feature movie "is the ideal form for television in the home."

Competitive Requests

The San Francisco proceeding involves the competitive requests of KROW Inc., CBS, Television California and Twentieth Century-Fox of California Inc. in addition to Paramount. Considerable testimony already has been taken from all of the applicants through an earlier session held in San Francisco [BROADCASTING, June 7]. However, in view of the scope of direct presentation and cross examination, the present session is not expected to be completed until Wednesday or Thursday.

One important phase of the hearing—concerning Paramount's interest in Allen B. DuMont Labs., TV station owner in three cities and applicant in two others—already has been completed [BROADCASTING, May 17]. Any ruling FCC may make to limit or grant expansion of the movie firm's multiple video interests will have a direct bearing on the San Francisco competition as well as several other proceedings in which Paramount is involved.

Another overshadowing factor is the questioned effect on movie firm television interests of the recent Supreme Court ruling upholding antitrust charges against the major portion of the film producing industry [BROADCASTING, June 21] Paramount and Twentieth Century were among those named.

RECESS from lengthy hearing on qualifications of applicants for San Francisco's two remaining television channels is enjoyed by (l to r): Capt. William C. Eddy, general manager of WSKB Chicago, a Paramount television interest; Paul Raibourn, vice president of Paramount Pictures Corp. and president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles, and Samuel Rosenman, special CBS counsel

The major portion of the engineering presentation by the various applicants was completed on Monday before Jack P. Blume, hearing examiner for FCC in the entire proceeding. Of principal concern was the question of interference between the San Francisco stations with Stockton and Sacramento assignments.

The full session Tuesday was spent in investigation of the presentation by Klaus Landsberg, general manager of Paramount's KTLA. Mr. Landsberg explained the new construction cost figures introduced by Paramount which showed it would cost an initial $493,150 to build the proposed San Francisco outlet and another $600,000 to operate it for the first year.

Questioned on Cost

Counsel for the other applicants questioned the KTLA manager at great length on the cost estimates, indicating they considered them too high, as well as on his proposal to operate the station 50 hours per week with only some 45 staff members at the first. Mr. Landsberg pointed out that people now in training at KTLA would be moved to San Francisco and within eight to ten months after commencing operation the staff would reach the total of some 75 persons.

Asked by Samuel Rosenman, special CBS counsel in the hearing, what help Paramount might give in view of KTLA experience, Mr. Landsberg said, "We have had assistance from both Paramount studios in the way of obtaining props, sets, talent, story plots, and from Paramount News in the way of film clips and similar items."

To Judge Rosenman's query if Paramount stars have ever appeared on KTLA on a regular basis

(Continued on page 70)

WHEN NATURE WON'T, PLUTO WILL!*

We knew that headline would make you look but it certainly illustrates a point we've been hammering for a long time.

Sometimes it takes a little something off the beaten path of daily routine to square us away with the world.

That's why more and more timebuyers who are looking at the Memphis market are putting contracts on **WHHM** —they're looking beyond longtime habits and are looking at newly formed listening—and buying habits, in this area.

MORE LISTENERS PER DOLLAR IN MEMPHIS

That's the promise and that's what **WHHM** will do.

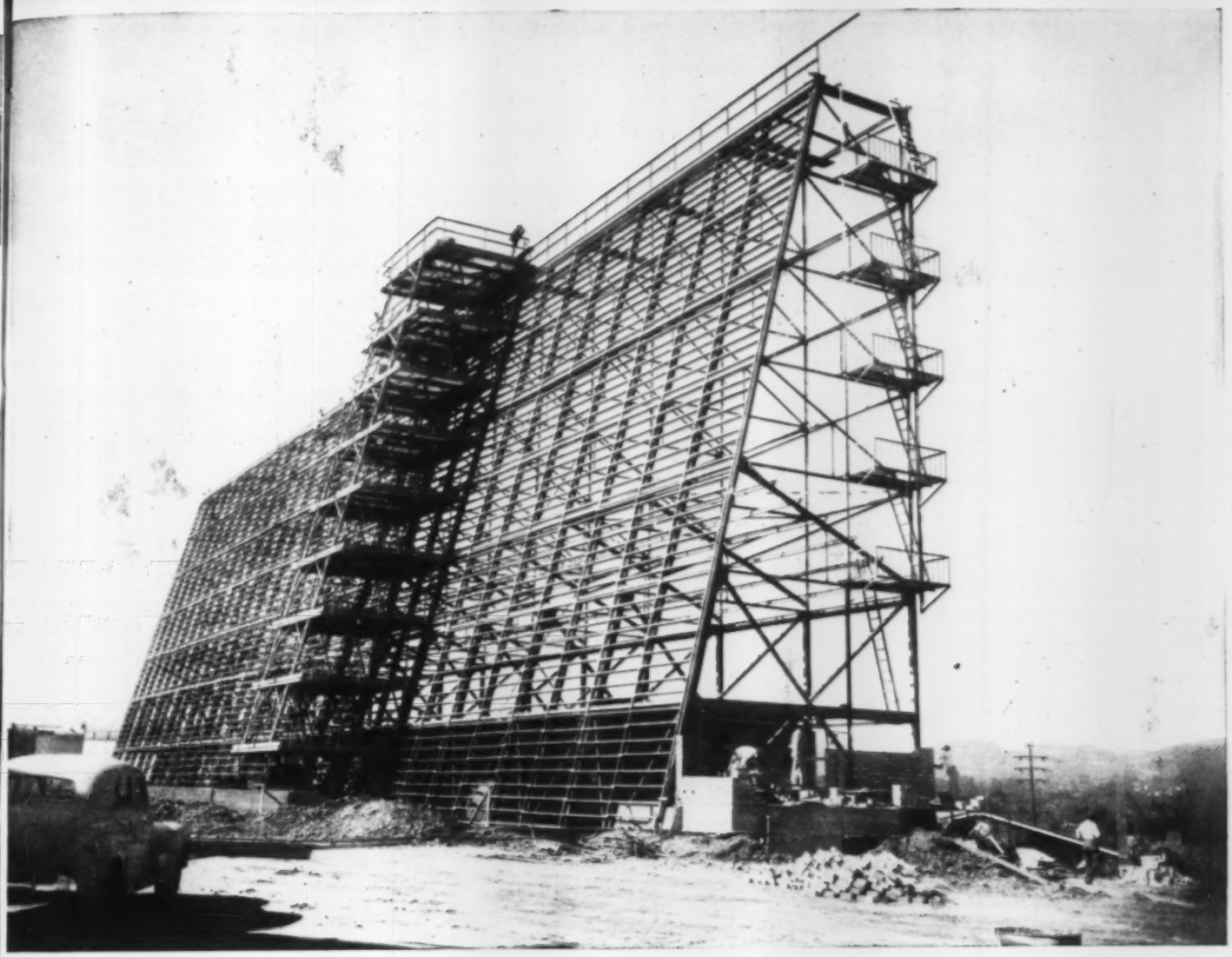
WHHM

Music, News, Sports, 24 hours Daily!

PATT McDONALD, general manager

FORJOE & CO., representatives

* It's Obvious



This'll fool you!

They call this a "screen backdrop" in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!

W-I-T-H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

The Woman

most husbands would like their wives to know

HUSBANDS IN GENERAL like their wives to listen to WOR's Martha Deane in particular. The Kinsey report notwithstanding, it has been said that men whose wives are Deane fans, stick close to the family front porch. That's because Martha stirs women towards good conversation and good marital relations. Her influence on women's buying habits are equally happy-making for the 12 advertisers in her fold.

name or woman?

MARTHA DEANE is a name; a WOR property. It is one of the oldest and best-known names in the history of women's shows. But it is more than a name; more than a few syllables. It is a name warmed with charm and friendship and understanding. The women who have worn the name Martha Deane like a corsage of roses, have been great ladies. Mary Margaret McBride, first. Then the late Bessie Beatty. And now, Marian Young.

Today's Martha Deane has so deep a hold on the affections of millions of women, that, given the choice of meeting her or a Hollywood star, most listeners would choose Martha Deane. She's lovely, she's fun, she's sponsored — by some of the shrewdest advertisers in America. That's because Martha Deane and WOR get results. Almost single-handed, she raised a coffee from 8th to 3rd place in the metropolitan area. When she made a sample offer for a fabric company, 32,000 women pelted the posts within 5 days, with requests. Her success stories would fill a dozen file cases!

continued

The Woman *continued*

Former Governor Harold E. Stassen shares the microphone with Martha Deane. People in America's limelight enjoy the privilege of appearing on her WOR program. Press agents for America's most important writers, actors and artists say that few programs are as fruitful for their clients as Martha Deane's. For Martha influences thousands of women to buy books, to see plays, to visit art galleries!

Madame Nicole, the French milliner, adjusts a posy on Martha Deane's chapeau. Scores of fashion big-wigs have been guests on Martha's WOR show. They like the way she talks fashion in every woman's language. A one-time Women's Editor of the world's largest newspaper syndicate, Martha Deane has covered Paris openings, has interviewed every type of woman from Magda Goebbels to Dorothy Lamour.

Governor Dewey thanks Martha Deane for "an intelligent, searching interview." Women in 14 states will cling to Martha's program during the coming months for her sound and and intimate interpretation of political events from a woman's angle.

Mrs. Franklin Delano Roosevelt was her most friendly, charming self on Martha Deane's program. Many important men and women who resist the glare of publicity are willing guests on the WOR Deane show. They enjoy the sensitive, informal way Martha interviews. They respect the far-reaching good she accomplishes (listeners sent more than $20,000 to CARE in Martha Deane's name).

WOR

—heard by the most people

where the most people are

mutual

First Again

KDYL - W6XIS TELEVISION BEGINS COMMERCIAL OPERATION ABOUT JULY 1

After years of planning and preparation, and three months of experimental telecasting, KDYL-W6XIS begins its commercial television schedule about July 1.

This is the only commercial television operation between St. Louis and Los Angeles. KDYL leads again!

Write or wire for availabilities

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

TV CHANNELS

Allocations Hearing Opens Tomorrow

WITH A LINEUP of approximately 124 present and potential television broadcasters to be heard from, FCC tomorrow (Tuesday) opens hearings on its proposed revision and extension of its nation-wide video channel allocations plan [BROADCASTING, May 10].

The hearing is expected to consume at least one full week and perhaps two, and will be held before the Commission *en banc*. This week's regular Thursday meeting of the Commission has been cancelled.

Announcing the hearing procedure last Wednesday, FCC served notice that evidence which does not come within the scope of the case may be rejected.

Two offers were specifically ruled out: (1) WHDH Boston's plan to create an additional television channel by reallocating frequencies among air navigation, non-commercial FM, and television [BROADCASTING, June 7], and (2) WTAD Quincy's proposal that Channel 11 at Iowa City be used east of the city and that No. 10 at Springfield be used north of that city.

The Commission ruled that both of these proposals are beyond the scope of the hearing. WHDH's reallocation proposal, FCC said, "may be presented in the form of a petition to the Commission to institute rule-making proceedings with respect thereto." The Iowa City-Springfield proposal was viewed as relating to "station operations and not to channel allocations."

Meanwhile, it was learned that FCC Chairman Wayne Coy will not participate in portions of the hearing relating to WTOP Inc.'s requested changes in Washington (D.C.) allocations, and to proposed revisions in the Bridgeport-Hartford area.

It was understood he is disqualifying himself on the Washington phase because of his former association with the *Washington Post*, part owner of WTOP Inc., and on the Bridgeport-Hartford portion because it involves the same policy question on directional antennas that is raised by WTOP Inc. at Washington. Similarly, he does not plan to take part in any other phase involving the directional antenna question.

The hearing will proceed on a state-by-state alphabetical basis starting with California, the first in which FCC's proposed channel arrangement was challenged. Within states, the communities involved have been grouped geographically and these, too, will be taken up alphabetically.

In all instances where the proposed allocations have drawn opposition, testimony will be heard first from FCC counsel, next from persons opposed to the proposals, and last from persons supporting the plan. Where no opposition has been filed, proponents of the plan will be given an opportunity to present evidence but the FCC staff will offer no testimony.

Government Seeks Bids on Equipment

State Dept. to Award Contracts For $1,600,000 This Week

CONTRACTS totaling $1,600,000 for transmitters, antenna systems, power plants and auxiliary equipment will be let by the State Dept.'s International Broadcasting Division this week, it has been learned.

The $1,600,000 figure is the division's deficiency appropriation for the remainder of the 1948 fiscal year which ends June 30. It must be spent before the expiration date or it cannot be used. For that reason the department has requested bids on equipment it expects to need in the future and will issue contracts to the winning bidders, probably this week.

The exact number and type of transmitters and antennas which will be needed has not been definitely determined yet, since some of the desired frequencies have yet to be cleared by the nations involved.

Several bid openings have already been held and several more are scheduled this week before awards are made. Two things will be considered, according to the State Dept., in making the awards. First will be the amount of money, but second and equally important in many cases will be the estimated delivery time. The department expects delivery to be somewhat slow in many instances since the equipment is for export and requires special design.

Bids which have been received so far are running close to government estimates, the department reported. Design of a medium frequency directional antenna system to be used on 50-kw transmitter, for example, reportedly drew bids ranging from about $1,400 to $7,500, with delivery time from 30 to 60 days.

KXA Appointment

APPOINTMENT of Lincoln W. Miller, former associate chief of the State Department's International Broadcast Division, as executive vice president of KXA Seattle was announced June 22 by Wesley I. Dumm, president of KXA, Inc. The appointee was previously associated with Mr. Dumm at KSFO and short wave stations KWID and KWIX San Francisco.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

Service Expansion Plans Told by Dunton of CBC

TWO MORE 50 kw stations and a new 10 kw station were announced by the Canadian Broadcasting Corp. in rounding out its expansion plans. CBC board chairman Davidson Dunton stated at Ottawa on June 21 that CBM Montreal, and CBR Vancouver, are to be increased in power from 5 kw each to 50 kw on same frequencies, that a 10 kw station is to be built at Windsor, Ont., opposite Detroit, and a 1 kw station will be built at Sydney, N. S. (Windsor station will go on 1550 kc, as noted from FCC announcement, and new Sydney station will use 1570 kc).

In making announcement, Mr. Dunton stated that reason for power increases and new stations, is to give better service with CBC programs to (a) larger audience in CBM and CBR areas, and (b) give CBC programs to listeners in Windsor and Sydney areas, now not adequately covered.

Krueger Seeks to Unify Independents in Texas

CULP KRUEGER, KULP El Campo, Tex., is taking the lead in seeking to form a Texas Independent Broadcasters Assn. He is sending letters of invitation to join such an organization to some 70 Texas stations.

Purpose of the new association would be to work for the advancement of the local independent, particularly in the matter of getting a greater share of national advertising business.

It would be a non-profit association. It would hold regular meetings to discuss problems of the local independents, including full-scale programs, exchange of ideas, promotion and national and regional advertising.

Non-ABC Outlets Offered Public Service Programs

IN ANNOUNCING a new policy in public service broadcasting, ABC last week said it will offer these special programs to non-ABC stations in areas not covered by network affiliates.

Programs will be available on a simultaneous broadcast basis, and stations will pay the wire, line, and incidental costs, plus a "nominal" program fee. ABC's previous policy of offering public interest programs covered only Presidential addresses.

Henry W. Sandberg

HENRY W. SANDBERG, 52, general manager of the Post Cereals Division of the General Foods Corp., died suddenly June 18 at his Battle Creek, Mich. home. Mr. Sandberg joined General Foods in 1923 when he was assistant to the vice president of the Postum Cereal Co., predecessor company of General Foods.

Nielsen Radio Index Top Programs

REPORT WEEK MAY 16-22, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-wk., 15-60 min. Type E-5: Evening, 2 to 5-a-week, 5-30 min.; Type D-1: Day, Sat. or Sun., 5-60 min. Type D-5: Day, 2 to 5-a-wk., 15-30 min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theater	29.4	—1.4	1	1	Lux Theater	22.0	—1.0
	2	6	My Friend Irma	28.4	—3.2	2	5	My Friend Irma	19.6	—1.7
	3	2	McGee & Molly	23.5	—1.8	3	2	McGee & Molly	18.7	—1.7
	4	3	Godfrey's Scouts	22.3	—0.1	4	3	Godfrey's Scouts	18.1	0.0
	5	5	Amos 'n' Andy	22.0	—0.5	5	11	Bob Hope	16.7	—1.7
	6	7	Bob Hope	20.8	—0.3	6	7	Jergens Journal	16.7	—0.2
	7	11	Screen Guild Players	20.2	0.9	7	6	Amos 'n' Andy	16.3	—1.2
	8	NR	Red Skelton	19.8	2.9	8	10	Screen Guild Players	16.1	0.7
	9	19	Fred Allen	19.6	1.1	9	18	Red Skelton	15.5	1.9
	10	17	Jergens Journal	19.4	0.6	10	4	Mr. District Attorney	14.9	—3.1
	11	15	Duffy's Tavern	19.2	0.0	11	14	Truth or Conseq.	14.9	—0.3
	12	4	Mr. District Attorney	18.8	—3.4	12	8	Jack Benny	14.4	—1.8
	13	16	Truth or Conseq.	18.7	—0.3	13	15	Fred Allen	14.2	—0.4
	14	9	Jack Benny	18.7	—1.1	14	NR	Big Town	13.9	—0.8
	15	8	Fitch Bandwagon	18.7	—1.5	15	16	Charlie McCarthy	13.9	0.0
	16	12	Kraft Music Hall	18.2	—1.1	16	12	Duffy's Tavern	13.7	—1.0
	17	14	Your Hit Parade	18.0	—1.3	17	9	Fitch Bandwagon	13.7	—2.1
	18	NR	Inner Sanctum	17.7	0.1	18	NR	Your Hit Parade	12.7	—0.3
	19	20	Great Gildersleeve	17.6	0.0	19	NR	Great Gildersleeve	12.3	0.0
	20	NR	Big Town	17.5	0.6	20	13	Kraft Music Hall	12.1	—2.5
E-5	1	1	Lone Ranger	12.0	2.6	1	2	Bill Henry News	9.5	—0.5
	2	2	Bill Henry News	10.5	—0.5	2	1	Lone Ranger	8.9	—2.9
	3	NR	Beulah Show	9.4	—1.6	3	NR	Beulah Show	7.5	—1.5
D-5	1	1	When Girl Marries	12.0	—1.1	1	1	When Girl Marries	10.9	—0.9
	2	3	Our Gal, Sunday	10.9	—1.1	2	3	Our Gal, Sunday	9.7	—1.1
	3	5	Portia Faces Life	10.9	—0.2	3	5	Portia Faces Life	9.6	—0.3
	4	8	Big Sister	10.7	—0.1	4	8	Big Sister	9.6	0.0
	5	14	Wendy Warren	10.5	—0.7	5	4	Backstage Wife	9.2	—0.9
	6	2	Young Widder Br'n	10.2	—2.1	6	2	Young Widder Br'n	9.1	—2.0
	7	9	Ma Perkins (CBS)	10.1	—0.3	7	9	Ma Perkins (CBS)	9.0	—0.3
	8	4	Backstage Wife	10.0	—1.3	8	6	Rom. Helen Trent	9.0	—0.9
	9	6	Rom. Helen Trent	10.0	—1.0	9	10	Stella Dallas	8.7	—0.6
	10	12	Stella Dallas	9.9	—0.3	10	7	Right to Happiness	8.7	0.9
	11	7	Right to Happiness	9.9	—0.9	11	14	Wendy Warren	8.6	0.0
	12	15	Aunt Jenny	9.3	—0.2	12	12	Aunt Jenny	8.4	—0.3
	13	10	Lorenzo Jones	9.1	—1.3	13	11	Lorenzo Jones	7.7	—1.1
	14	NR	My True Story	9.1	—0.8	14	13	Rosemary	7.7	—0.9
	15	11	Arthur Godfrey	8.9	—1.4	15	15	Pepper Young	7.6	—0.6
D-1	1	NR	Adv. Arch. Andrews	12.8	—2.9	1	5	Adv. Arch. Andrews	10.7	—2.3
	2	3	Armstrong Theater	11.3	—0.2	2	2	Grand Central Sta.	9.3	—0.5
	3	NR	True Detective Myst.	11.0	—1.0	3	NR	True Detective Myst.	9.1	—0.9
	4	NR	House of Mystery	11.0	—1.1	4	NR	The Shadow	9.0	—1.2
	5	NR	The Shadow	10.9	—0.9	5	3	Armstrong Theater	8.8	—0.4

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.

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LS/FTC

American Tobacco Begins Defense

WITH THE GHOST of George Washington Hill presumably hovering overhead, benign and a little baffled, the American Tobacco Co. last week began its defense against Federal Trade Commission charges of misleading and deceptive advertising on behalf of Lucky Strike cigarettes. The FTC has just concluded its summation of the case, stemming from the original complaint filed almost six years ago—on Aug. 28, 1942.

Attorneys for American Tobacco launched their side of the controversy at a hearing in New York on June 22 with expert testimony by which the firm will seek to prove that its radio, newspaper and magazine advertising claims are accurate and justified.

First expert witness for the firm was Dr. Harvey Haag, dean of the medical school of the Virginia College of Medicine. By way of accreditation Dr. Haag was identified as the author or co-author of 35 articles and papers dealing with the physical effects of tobacco smoking.

Much of the early testimony, which was highly technical, concerned experiments conducted by Dr. Haag as a consultant for American Tobacco. One of these experiments, a description of which the FTC attorney sought unsuccessfully to have stricken from the record as irrelevant, involved blowing smoke from Luckies, Chesterfields, Camels, and Philip Morris cigarettes into the eyes of laboratory rabbits to determine the relative toxic content of each brand. The government lawyer admitted this was an interesting procedure, but intimated it was not pertinent because the FTC is not concerned with the effect of cigarettes on rabbits. He was overruled, however, when the witness explained that laboratory animals are customarily used in such experiments because of their sensitive mucous membranes, and that there was no intention of establishing brand preferences among rabbits.

The FTC complaint lists 12 separate examples of alleged misstatements in Lucky Strike advertising, which the American Tobacco Co. attorneys presumably are prepared to substantiate in ensuing testimony. These include the familiar claims that Luckies are "toasted," that they are less irritating to the throat than other brands, that "among independent tobacco experts it's Luckies 2 to 1," and other bulwarks of Lucky Strike advertising in recent years.

American Tobacco's side of the story will take at least "months" to present, according to a legal spokesman for the firm. The New York hearings continued through Friday of last week. Future hearings will be held at locations chosen by the firm. The FTC trial examiner is J. L. Horner.

BLAINE-THOMPSON CO. FORMS TV DEPARTMENT

FORMATION of a television department of the Blaine-Thompson Co, Inc., New York, to service the agency's present clients was announced last week by Marlo Lewis, executive vice president of the agency.

The appointment of Charles Stark, formerly vice president and general manager of WMCA New York, as director of radio and television for the agency was announced simultaneously. Mr. Stark, prior to his affiliation with WMCA, was associated with J. Walter Thompson, Lennen and Mitchell and was the original director of Radio Sales, CBS division.

Concurrent with Mr. Stark's appointment, Moulton H. Farnham, who was copy supervisor for the Celotex Corp. account, was named copy chief of the agency and Richard Ash was elevated to head of merchandising and marketing. Paul Podges, formerly with Gardner Adv., has been named assistant to Mr. Farnham in the copy department.

Knoxville Winter-Spring Hooperating Is Issued

C. E. HOOPER Inc., has issued Winter-Spring City Hooperatings for Knoxville, Tenn., in reversal of earlier decision [BROADCASTING, May 24]. Original plan was to withhold report because of alleged distortion owing to special promotion campaign of WROL Knoxville.

WROL had used telephone promotion campaign of "Don't say hello, say WROL." Report contains footnote stating that Hooper regards sets-in-use figures and WROL ratings as possibly inflated and continues that Hooper raises no question regarding promotion but only as to "validity of responses obtained during interviews in a market where listeners are subjected to money reward temptations."

KQV Off Four Hours

KQV Pittsburgh was knocked off the air from 5:15 p.m. to 9:15 p.m. June 22 when an electrical storm disrupted power lines and telephone service in area of transmitter. FM service, which duplicates AM, was undisturbed, however, since transmitter is in different location. When power was resumed, FM broadcasts were picked up at AM transmitter and rebroadcast until telephone lines were returned to service.

50 kw Power Limit Backed by Johnson

Offers Correspondence With Coy For Public Record

A REQUEST that FCC take "fullest consideration" of Senate Interstate Commerce Committee views as expressed in the White Bill (S-1333) prohibiting power over 50 kw and affirming the Commission's right to duplicate clear channels was made in the Senate June 19 by Sen. Edwin C. Johnson (D-Col.).

Offering an exchange of correspondence between the committee and FCC Chairman Wayne Coy for the public record, Senator Johnson said he believed it would be clear from the letters and the favorable committee report on S-1333, containing a section prohibiting the grant of power in excess of 50 kw to any station, that "FCC must maintain its present policy of limiting power to 50 kw."

Sen. Johnson said the bill also clarified the FCC's present authority to duplicate clear channels "wherever and whenever the Commission finds that it is in the public interest to do so."

"I insist," Sen. Johnson declared, "that it (FCC) continue to exercise that authority, but with more viger, in the public interest."

Sen. Johnson offered a letter in which committee spokesmen requested FCC to defer any decisions on clear channel cases until the committee had the opportunity to look into the matter. Subsequent committee correspondence withdrew the previous letter after the White Bill was favorably reported by the committee.

In reply to the latter letter, Chairman Coy acknowledged receipt of the message and advised the committee he had relayed the information on to fellow Commissioners.

P & G Planning To Start TV Advertising July 23

PROCTER & GAMBLE, top U. S. radio advertiser, makes its formal television debut July 23 when it begins sponsorship of *Television Fashions on Parade*, which it bought from WABD New York last week.

The 19-week old program of music and fashions has been aired on WABD, key outlet of the DuMont Television Network, on Fridays from 8-8:30 p.m. but may now shift to another evening. Exact time will be anounced later.

Products to be advertised by P & G are Prell Shampoo and Ivory Snow. The 49-week contract was placed through Benton & Bowles Inc., New York. Adelaide Hawley, fashion commentator, narrates the series.

NEW YORK's Hotel Taft now wired for television in 132 guest rooms, plans to eventually extend service to each of its 2000 rooms, it was learned last week. Guest Television sets are used, made by Industrial Television Inc.

NEWLY-ELECTED vice presidents of the Assn. of National Advertisers [BROADCASTING, June 21] are (l to r): Edward T. Batchelder, present ANA secretary who will retain that post; John F. Kurie, head of ANA advertising research; and Cy Norton, in charge of ANA member relations and annual conventions.

STOREVISION

Live Commercials Favored In Richmond Store

A MODIFICATION of the Storevision technique, with live presentations of product commercials replacing the movie or slide film commercials used in the recent test demonstration at Thalhimers department store in Richmond, Va., will be utilized in the next Storevision showing, Samuel H. Cuff, president, Storevision Inc., said last week.

The four week Richmond showing of this method of intra-store closed circuit television [BROADCASTING, March 8] proved the basic soundness of the Storevision system of advertising to shoppers inside the store, Mr. Cuff declared. But, he added, it also showed the need for more punchy commercials than were provided by the store's slides or the manufacturer's films.

The live presentation technique which proved successful in the RCA-Allied stores television caravan tour last year will be adapted for Storevision use before any further store showings are scheduled, he said.

Mr. Cuff explained that the demonstration had answered many questions that had arisen about Storevision's practicality:

(1) The caravan had demonstrated the success of intra-store television on a short-stay promotional basis, but did it have continuing value? In Richmond the answer was yes. The crowds continued to watch the presentations without appreciable change from week to week.

(2) Would Storevision tie up store traffic? At Thalhimers it did not.

(3) Would Storevision adversely affect the store's atmosphere or dignity? It did not appear to do so. Many shoppers commented favorably on the idea. Only one in the four-week test period registered an objection.

Question on Sales

The pay-off question, of course, concerned sales. Would brief commercials on movie or slide film duplicate the sales success of the caravan [BROADCASTING, Feb. 19] with its live demonstrations? The Richmond results were "only fair," Mr. Cuff reported.

Thalhimers felt that the cost of the slides—averaging $5, plus $.50 for adding sound—was too expensive for the results obtained, Mr. Cuff reported. The store also felt that the 40 slides a week used during the test period were not enough and that all commercials, both movie and slide, should be changed at least twice a week. "On slides this would have been too costly, on film it would have been impossible," he said.

McCARTHY COMPLETES PURCHASE OF KXYZ

COMPLETION of negotiations for purchase of Harris County Broadcasting Co., owners of KXYZ Houston, Tex., by Glenn H. McCarthy interests, Shamrock Broadcasting Co., was announced June 17 by Mr. McCarthy. Purchase was approved May 13 by FCC [BROADCASTING, May 17].

Simultaneous with announcement of purchase, Mr. McCarthy said no changes in station personnal were contemplated at present, however, he did announce new officers. Mr. McCarthy said he would be president; Fred Nahas, radio producer, news commentator and Houston civic leader, executive vice president; Reese Reinecker, present station manager, vice president and general manager; Terry Lee, program director and sales manager, vice president, and Earl R. Scholton, secretary-treasurer. Gerald R. Chinski is technical supervisor.

New studios for KXYZ will be built in McCarthy Center, new hotel and business property project being built by Mr. McCarthy in Houston. Studios of Shamrock television interests [BROADCASTING, Feb. 23] will also be housed in new building, Mr. McCarthy announced.

Survey of AFRA Held Confidential

SURVEY of the economic status of radio artists, now under way by the Dept. of Labor as part of the Veterans Administration program to aid ex-servicemen in their employment problems, is strictly confidential, according to Seymour L. Wolfbein, chief of the department's Occupational Outlook Division.

Only information to be given the public, Mr. Wolfbein said, will be totals based on card tabulations.

Charge was made in industry sources that AFRA had persuaded the department to undertake a talent survey for the union at government expense, thus providing the union with information to be used in negotiations with broadcasters.

Mr. Wolfbein said AFRA had proposed that the department conduct a survey, but the questions were entirely the work of his division and were drafted in the Washington office. They bear no relation to the original AFRA queries, and were drawn up after consultation with industry sources, he added. The survey is the 209th conducted under the GI Bill of Rights, he said.

Selection of the week of May 9 for a series of employment questions would not present a typical employment picture, Mr. Wolfbein was told. In such case, he said, suitable explanation of seasonal factors will be made when results are divulged. He explained that other questions provide data on annual earnings.

Mr. Wolfbein said the questionnaire had been approved by the U. S. Budget Bureau (No. 44-4809).

NAB took no official stand on the department's project other than to suggest that the questions could have been revised to produce a better picture of industry employment. Mr. Wolfbein said NAB had been contacted in advance but the association said it had not been given a chance to suggest specific changes which would have eliminated obvious technical weakness.

Twenty Years Service

HENRY HULICK Jr., chief engineer of WPTF Raleigh, N. C., who completed 20 years of service with the station June 10, has founded station's Twenty Year Club. In honor of occasion, engineering staff and members of Ten Year Club, entertained at barbecue at WPTF transmitter site. Richard H. Mason, general manager, presented Mr. Hulick with gold pen and pencil set as gift from station and leather traveling bag from engineers. Mr. Hulick joined WPTF in 1928.

D-X

Mid Continent

PETROLEUM CORPORATION

Selects

KXEL ☆

FOR RICH IOWA MARKET

Listening Habits HAVE CHANGED IN IOWA

Motorists know that "THERE ARE HUNDREDS OF GASOLINES . . . BUT ONLY ONE **D-X.**"

Time buyers know *There are dozens of radio stations in Iowa . . . but only One* **KXEL**, for the greatest selling impact in Iowa's richest rural area.

Get complete facts. Send for the newest Conlan Radio Survey. Write Josh Higgins Broadcasting Company or ask any Avery-Knodel man.

☆ **D-X NEWS . . 7:15 A. M.**
Monday through Saturday.
Reported by Jerry Deane.

50,000 WATTS **KXEL** **50,000 WATTS**

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT

"KXEL RURAL CITY"

Radiorama

TWENTY YEARS ago William Kussell, Boston furrier, took a flier into a new medium—radio—and bought participating spots on the Caroline Cabot Shopping Service on WEEI Boston. Today's profits hit the $3,000,000 mark, all due to radio, as he used no other medium, says Mr. Kussell. Celebrating are (l to r): Richard Sal'nger, advertising agency executive; Mr. Kussell; Mrs. Cabot; Harold Fellows, WEEI general manager.

AT FIRST broadcast of this summer's Bob Hope replacement show, "Meet Corliss Archer," were (l to r): Janet Walso, star; Hugh Davis, executive v p of Foote, Cone & Belding; T. W. Taylor, FC&B v p; Wendell Niles, announcer; Al Capstaff, FC&B Hollywood supervisor of production.

SALES MEETING, Minnesota-style, is held by (l to r): Merle S. Jones, WCCO Minneapolis general manager; John Trent, of WCCO's Housewives Protective League; Mrs. Norma Dawson, wife of WCCO sales manager; Carl Burkland, general manager of CBS Radio Sales.

ATTENDING BMI Canadian meet were (l to r): Paul Morency, WTIC Hartford; Guy Herbert, manager, All-Canada Radio Facilities; E. Austin Weir, commercial manager, CBC.

RADIO EXECUTIVES of Kansas City observe start of WHB nighttime service. Clockwise; John Cash, WHB v p; Joe Story, KCKN sales manager; Clarence Brazeal, KCMO assistant manager; John Schilling, WHB v p; Ellis Atteberry, KCKN manager; Donald Davis, WHB president; Roy Roberts, "Kansas City Star" president; Tom Evans, KCMO president; Karl Koerper, KMBC v p; Dean Fitzer, WDAF general manager, host; Al Stine, Press Assn.; Sam Bennett, KMBC v p; E. K. Hartenbower, KGMO manager; Arthur Wahlstedt, "Kansas City Star."

NAUTICAL presents go to Edwin R. Borroff (r) retiring ABC Central Division v p. Jimmy Neale, Dancer-Fitzgerald-Sample radio director, signs friendship scroll as Don Sareceno, Dorothy Chapman and Anne Meanie, ABC, watch. Presents from friends and employes included a clock, illuminated compass and skipper's cap.

SCANNING the grooves of Columbia's new long-playing LP Microgroove record which he developed, is Dr. Peter Goldmark, CBS director of Engineering Research & Development. Assistant Rene Snepvangers is at right. Records provide 45 minutes of uninterrupted playing.

NO TRICK picture this. Stan Levey, WBBM Chicago account executive, caught this 35-pound muskie on a recent Wisconsin fishing trip. The proof, stuffed and mounted, can now be seen on the wall of Mr. Levey's den in Chicago.

PRIOR to broadcast of CBS "Strike It Rich" from AFA convention an amused group included (l to r): John Bates, radio director, J. W. Mathis Agency; Karl Finn, Cincinnati Ad Club and promotion executive of "Times-Star"; U. A. "Jake" Latham, WKRC sales manager; Todd Russell, m.c. of show; Don Baker, announcer.

ALREADY credited with having the most comprehensive news coverage . . . and presenting a wide range of studio productions and remote pick-ups that include help for the homemaker, drama, sports, interviews with prominent personalities, night clubs, beauty, etiquette . . . a variety to match the most varied interests of viewers . . . WPIX offers an unusual opportunity to advertisers concerned with creating customer comment and conversation —making more sales, promoting prestige.

And anyone who's interested in the WPIX programs currently available for sponsorship and syndication should get all the facts! . . . write or phone for program rates and costs!

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York,
Free & Peters, 444 Madison Ave., N. Y. C.

COMICS ON [illegible] . . . mimic Danny Webb reads The New York News funnies [illegible] Sunday.

[illegible] YOU'RE OUT . . . [illegible] baseball [illegible] every week.

[illegible] . . . [illegible] questions [illegible] . . . weekly.

[illegible] . . . [illegible] . . .

WPIX
NEW YORK CITY, CHANNEL 11
PROGRAMS AVAILABLE

A can of BEANS.....

...with a *WSM* label?

When our 7½ million walk into a store, there's an invisible label on some of the beans . . . the brand they've been hearing about on WSM. That's the brand in their minds. That's the brand they ask for and buy. Because our people listen to WSM commercials with special confidence, born of 22 years of sincere broadcasting . . . 22 years in which *their* radio station has never once let them down.

This invisible label — this hard-earned stamp of approval — can mean more business for you in the South.

WSM
NASHVILLE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

PERSONNEL CHANGES ANNOUNCED BY CBS

A NUMBER of personnel changes were announced last week by CBS for its Radio Sales division, radio stations representative.

George Klayer, former account executive in the network's Chicago office, has joined New York office. Gordon Hayes, former Chicago account executive, and previously assistant sales manager of WTOP, CBS-owned Washington station, has been named assistant Western sales manager of the Radio Sales division. He will be located in Chicago, as will Harvey Struthers and Gil Johnston, newly named account executives. Mr. Struthers is former acting sales manager of WCCO, CBS-owned Minneapolis-St. Paul station, and Mr. Johnston was account executive with KMOX, CBS-owned St. Louis station.

IBEW COMPLAINT

Fort Industry Cleared By NLRB

NATIONAL LABOR Relations Board has ordered dismissal of a complaint filed by the International Brotherhood of Electrical Workers Local 1360 (AFL) against the Fort Industry Co. Decision on the charge, which alleged unfair labor practices, was announced June 25 by NLRB Trial Examining Division in Washington.

In its amended complaint, filed Dec. 27, 1946, IBEW charged that Fort Industry's Miami outlet, WGBS, had discharged and "failed or refused to reinstate" Madeline Foerster, station employe, because she "joined and assisted the union and engaged in concerted activities . . . for the purposes of collective bargaining . . ." The union also charged the company with refusal thereafter to bargain collectively and consequently engaged in unfair labor practices within the meaning of Section 8 (1), (3) and (5) of the National Labor Relations Act.

In its answer, Fort Industry admitted engaging in interstate commerce but denied the charges, alleging that Miss Foerster was discharged for "gross inefficiency, insubordination and lack of attention to duty."

Findings of Sidney Linder, trial examiner, showed that Fort Industry recognized the union as the collective bargaining representative of its technicians, and met and dealt with it accordingly. Result was an exchange by each of proposed contracts, most of the clauses with which they were both in accord. This was particularly true, the findings indicated, with respect to the closed-shop provision insisted upon by IBEW but rejected by Fort Industry as inconsistent with the "anti-closed shop" amendment in the Florida state constitution.

"It is not incompatible with good faith in bargaining to refuse agreement," Mr. Lindner wrote, "to (such a contract) which (Fort Industry) felt might have brought it into conflict with the state legal authorities."

Nub of the bargaining aspect centered around IBEW's complaint that all control room and transmitter technicians employed at WGBS, exclusive of the chief and assistant chief engineer, constitute sufficient numbers for a bargaining unit. Fort Industry, in turn, affirmatively charged that there never has been any hearing to determine what constitutes such a unit. Findings of the trial examiner tended to show, however, that appropriate numbers for such a bargaining unit were and are existent, but, the report added, the company at no time during negotiations sought to terminate bargaining with the union.

Earlier IBEW had filed exceptions to Mr. Lindner's Intermediate Report, which found no violation and recommended dismissal of the complaint. Recent decision denies the local's request for oral argument and motion for rehearing, but adds IBEW may file anew if it contends the company has committed fresh unfair practices.

Ticklish Problem

WHEN the power failed at WFBR Baltimore after a recent June thunder storm, Harry Boone, engineer, was notified by a stranger that "two hot wires" lay "steaming" in the street. Mr. Boone promptly notified the power company and police department. A policeman arrived in a few minutes and edged over to the line, wet stick in hand, as Mr. Boone waved frantically for him to backtrack. Finally the cop did. Later he explained, "I just felt a little funny when I got close—sort of tickly all over."

Protest Law Revision

PROPOSED revision of Maryland's legal code to impose a "gag" rule on court news sources was protested last week by the Montgomery and Prince Georges County press associations. The proposed Rule 9 of the code covers contempt of court proceedings for broadcasting as well as publishing or photographing matter on pending cases. The rule was submitted by the Standing Committee on Rules and Practices and Procedure for the Maryland Court of Appeals.

1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Two billion in buying power, plus more retail sales than San Francisco's and Seattle's combined . . . equals a market you can't afford to miss. But don't rely on outside radio to cover this part of California and Nevada. Mountain barriers virtually surround the Bonanza Beeline . . . turn away outside radio signals.

That's why the five BEELINE stations belong on your California schedule. With all five you blanket the whole Beeline . . . because these are the stations located right *in* the five major selling centers.

Typical of such coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%. Get the full Beeline story from Raymer.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

You can hear our cotton growing...

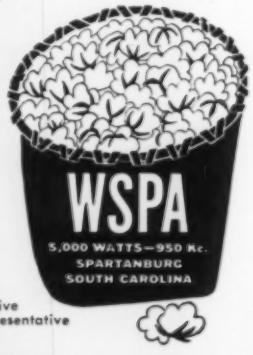
Cotton covers the Piedmont. From our vast white acreage, a $6,000,000 crop was picked and baled last year. And you could hear it growing . . . with the steady, whirring sound of a million-dollar raw material making its way to market.

Spartanburg cotton whirls on the spindles and lengthens on the looms of the Spartan textile plants—*the world's largest producer of cotton fabrics*... Spartanburg County's leading industry.

Two such companion enterprises typify the rural-urban wealth that unites in the WSPA Piedmont and balances *our billion-dollar* economy.

It's not surprising then, that when the Piedmont people go to market, they roll up $627,505,000 in retail sales.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.



John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

CUFF, ARONS STRESS TV AT NRDGA MEETING

A PREDICTION that national sponsors will not be able to carry the load of television network programs, because of the high cost of operations, was made by Sam Cuff, New York television consultant, when he addressed the National Retail Dry Goods Assn. convention in New York's Hotel Pennsylvania.

Mr. Cuff, speaking during the radio and television session, said local television stations, who "must carry the load" will turn to local advertisers. And to them, particularly retail stores, the speaker recommended the use of the pool system. A pool of stores, he said, would have the advantage of mass buying of programs, and could purchase top television programs for local broadcast.

David Arons, publicity director of Gimbel Brothers, Philadelphia, traced the background of his company's use of television advertising and named cost and programming as the two major planning problems. He maintained that "television will sell—even hard-to-sell items."

"How to Coordinate Sales Promotion with Your Radio Schedule" was discussed by Thomas D. Connolly, assistant manager of CBS Program Sales. He listed promotion methods and summarized their effectiveness.

Julian N. Trivers, sales promotion director of William Hengerer and Co., Buffalo, introduced the speakers.

Quick Correction

WHEN Fin Hollinger, manager of KIST Santa Barbara, Calf., was erroneously introduced as manager of another station to members of Ad Club there, he quickly corrected the mistake. Without commenting, Mr. Hollinger strode over to film star Barbara Scott, the guest speaker, and planted a resounding kiss. Amid raised eyebrows he announced: "Correction. I'm Hollinger of KIST. Everybody in Santa Barbara gets KIST, and it couldn't happen to anyone nicer than you, Miss Scott!"

Agencies

(*Continued from page 8*)

signs Aug. 31 to form new agency, David S. Hillman Inc., with offices at 8611 Sunset Blvd., Hollywood, opening Sept. 1. New agency will be affiliated with Robert W. Orr & Assoc., New York.

ROGER COMBS, former account executive with N. W. Ayer & Son, New York, joins Davis & Co., Los Angeles, in same capacity.

SHORT & BAUM Adv., Portland, Ore., announces resignation of C. L. BAUM as vice president and purchase of firm's entire capital stock by HAL E. SHORT, president. Agency continues to operate under same name.

WAYNE TISS, Hollywood vice president in charge of radio for BBDO, is in New York for 10-day conference.

CLAY E. FORKER, former production manager of Reuben H. Donnelley Corp., and previously with BBDO and Campbell-Ewald Co., New York and Chicago, respectively, joins Victor A. Bennett Co., New York, as account executive.

SIDNEY SLON, radio writer and former station manager of WJOR Bangor, Me., joins Ruthrauff & Ryan, New York, as script editor.

BETTY MEARS, for past two years NBC Hollywood radio staff writer, joins television writing staff of Russel M. Seeds Adv., Hollywood.

AD FRIED Adv., Oakland, Calif., moves to new and larger quarters at 318 Fifteenth St., Oakland, and adds following to staff: DON SANTO, former radio and stage actor, named director of new television department; MRS. GERALDINE HOLDRIDGE, timebuyer.

GEYER, NEWELL & GANGER, New York, adds following new copy writers: WHITING HALL, former copy chief in advertising department at Plymouth Div., Chrysler Corp., Detroit; DICK GREEN, previously with Continental Oil Co. for 20 years, and WILLIAM T. TODD, formerly with Lennen & Mitchell as vice president in charge of copy.

BRICE DISQUE Jr., freelance writer and former manager of radio department of Compton Adv., New York, named editor of Armstrong's *Theatre of Today* program, produced by BBDO, New York, on CBS, Sat., 12 noon.

KENYON & ECKHARDT Ltd. opens office in Toronto at 304 Bay St. W. J. FROST appointed manager.

HOEFER, DIETRICH & BROWN, San Francisco, announces that agency will be incorporated as of July 1. JAMES W. DIETRICH, comptroller, leaves firm to become assistant general manager of Clearprint Paper Co., same city. Agency name remains same.

EFFECTIVE
JULY 1, 1948

KFJZ
FORT WORTH
and
WRR
DALLAS

Announce
the Appointment of

JOHN BLAIR & COMPANY

as
National Representatives!

Each advertising dollar goes farther when KFJZ and WRR carry your sales message in the rich Dallas-Fort Worth market. You use *both* stations in *both* cities . . . with separate or simultaneous schedules . . . yet you pay only a *single* price for the *double* coverage! And KFJZ and WRR have big, loyal audiences in a big market of nearly two million Texans, with money a-plenty jingling in their jeans. ($1,890,148,000 a year to be exact!)

KFJZ and WRR join John Blair's list of fine radio stations July 1st. Your John Blair man has all the facts and figures on the rich Dallas-Fort Worth market, and the best way to reach it. Ask him!

TEXAS' BEST RADIO BUY

KFJZ
FT. WORTH

WRR
DALLAS

TWO STATIONS FOR ONE PRICE

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES OF LEADING RADIO AND TELEVISION STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

WBAL Stars Also Shi

"OPEN HOUSE" with AL ROSS, GLORIA HALLIDAY and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio as well as NBC television network.

WBAL'S MOLLIE MARTIN is now a ...vision... to women on WBAL-TV. She is also ...tess... evening. She is shown explaining how ... it is ... Bonnel.

"BALLET BY NICHOLOFF" is one of the features of WBAL-TV. Michael Nicholoff, former solo dancer with the Anna Pavlowa Company is ballet counselor of WBAL-TV. Ray Williams, assistant to Mr. Nicholoff, is shown with two dancers in an original ballet number for WBAL-TV.

THEODORE R. McKELDIN, former ...nor of ... WBAL-TV commentator. His program ...cKel... each Friday on WBAL-TV. Other ...minen... "This Town of Ours."

hine on . . .

vision star with programs of interest
stess on "House Party" each Friday
it is to iron to Miss Proctor and Miss

WBAL TALENT began rehearsals before the television cameras in August, 1944.

When WBAL-TV took to the air on March 11, 1948—"know how" and superb facilities paid off in smoothness of operation for the thirty-five studio programs that originate in WBAL-TV's studios each week. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in television are on WBAL-TV.

WBAL-TV • NBC Affiliate • 2610 N. Charles St., Baltimore, Md.

yor of Baltimore City, is a WBAL and
McKeldin Comments" is seen and heard
minent Baltimoreans are presented on

WBAL CHORAL GROUPS are successfully presented over WBAL-TV. Under the direction of Choral Director Dr. Allan Dash, the WBAL chorus of forty voices (shown above during rehearsal) and the B & O Glee Club of 100 male voices are presented regularly. The Catonsville Chorus also has a place on WBAL-TV's schedule.

Editorial

Houses Divided

THE WAYS of Congress, as well as of the FCC, are sometimes devious.

In the Senate, all session long, Chairman White agitated for passage of his bill to rewrite the antiquated Communications Act of 1934. It was largely a good bill save for one provision which would hand to the FCC unequivocal authority to regulate programs. That was the shoal upon which the bill foundered with the adjournment of Congress. And Sen. White retires from politics without the coveted radio monument bearing his name.

The House, in a pre-adjournment speed-burst, passed a resolution calling for a full-scale investigation of the FCC. Not to be outdone, the Senate will have a three-man subcommittee investigate Commission operations.

The House will go into personal qualifications and Communistic influences; program control; ownership questions, and the inevitable quest for information on commentators.

Here you have the anomaly of a Senate bill stripping radio of its freedom, and of House action to determine if the FCC is abusing the power the White Bill would give it.

A quick look back brings it all into clearer focus. NAB President Justin Miller a year ago pulled no punches in his testimony before the White Committee. His blunt statements aroused indignation among members. He lashed out against the FCC's arrogation of powers. So embittered is the Committee that Sen. White talks of an investigation of the NAB to determine whether Judge Miller speaks for all of its members. Perhaps the subcommittee named by Sen. White plans that course.

Certainly there will be recalcitrants. No NAB spokesman has ever batted 1000 in the radio league. The fight is bigger than one man or one committee. Radio would still be a voice in the legislative wilderness if the issue hadn't been joined. And the FCC would, by default, have regulated everything in radio.

We look with deep misgiving upon the Harness Resolution. It calls for a Select Committee investigation. We saw one in 1943-44 under the Cox Committee. It was hell-and-high-water and mud-slinging in which all involved got splattered. It served no legislative purpose.

Chairman Wayne Coy, since he assumed office six months ago, has been plagued by a hundred and one outbursts in Congress. Why not give him a chance? Since the 1944 inquiry, the FCC has, to all intents, changed hands. Only Vice Chairman Walker remains of the original seven now that Cliff Durr happily departs from Washington this week.

The House was goaded into action, we assume, because the standing committee headed by Rep. Wolverton (R-N. J.) has sat on its hands all session because of House agitation over the Edward Lamb grants, and because the Senate has stolen the radio legislative show.

We need a new law. The present 14-year-old statute doesn't fit. The way to get one is via affirmative legislation, not by a witch-hunt. The White Bill is a starting point. Root out Section 326 which would not "limit" the FCC's authority to review programs, and spell out the bounds within which the FCC should operate and you'll have the ideal law.

Justin Miller has the formula. His technique ruffled Senatorial feathers, but it produced one real result. We do not have a law that would make radio a Government-kept medium. And we do have the open road. Head-work and foot-work can do it.

Radio Won, Radio Lost

RADIO did the biggest and best job in history in Philadelphia last week.

Radio fell flat on its face in Philadelphia last week.

Both statements are true.

Radio and television turned all-out in their coverage at a GOP convention that was geared for radio. Many newsmen found it easier to report by getting it over TV than through foraging for themselves. All agreed that radio's job was superb.

It was in the self-help department that radio was an abysmal flop. There's no free radio plank in the GOP platform. There was eight years ago, and again four years ago. The Dewey-Bricker platform of 1944 plumped for a new radio law which would define "in clear and unmistakable language, the role of the FCC." This was implemented by a Dewey hands-off policy on program regulation.

What happened this time? Exactly nothing. The NAB didn't turn a wheel. Nor the networks. Nor any independent. The only affirmative move was a telegram from this journal to Chairman Henry Cabot Lodge of the Resolutions Committee which "assumed" that the 120-man committee would include a rugged "free radio and television on a parity with the press" plank. Sen. Lodge did refer the wire to his Government Affairs Subcommittee. But no preliminary work had been done.

There's one ray of sunshine. Chairman Lodge told BROADCASTING that he thought there was no issue since, as he understood the First Amendment it covered freedom of all media and that certainly radio is included.

Time as Legal Tender

WE ARE FASCINATED with the lugubrious significance of an announcement reaching us from a clock-making company in Connecticut which, heretofore having shunned the medium, is about to undertake a radio campaign. Not the old fashioned, stick-in-the-mud kind of campaign in which a sponsor puts up hard cash to buy time. The New Haven Clock and Watch Co., understandably an up-to-the-minute concern, intends to use radio the new way.

The clock company has set aside an undisclosed quantity of its own merchandise to donate to give-away shows, which in grateful return will mention New Haven Clocks favorably. Other manufacturers have long been engaged in just this sort of practice, but this is the first time, to our knowledge, that a manufacturer has admitted that its radio "budget" was confined to merchandise.

One may mournfully forecast an anarchical day when the broadcaster will be paid for all his time in appliances rather than cash. The washing machine and the refrigerator will have become the coin of the realm.

His employes may expect their salaries to be delivered by United Parcel Service (for stenographers or clerks) or by moving van (for executives). Work diligently and your pay will increase by an automatic toaster.

The apparently irresistible compulsion to give away vast sums of money and quantities of merchandise as a crass lure to listeners has already led broadcasters a perilous distance.

It seems to us that the enormous energies which have been devoted to the collection and disbursement of prizes ought better to have been confined to the creation of entertainment which attracts audiences without other bait.

The responsibility for cutting give-aways down to size lies with nobody but the broadcasters. The first step they might take in that direction is the refusal to accept merchandise as payment for air credits. Unless, of course, they want to trade themselves out of business.

Our Respects To —

BEN STROUSE

AROUND Washington, WWDC's general manager, Ben Strouse, is known as a "very solid citizen." To his staff he is known as a "very wonderful guy." Latest testimony to his ability was his election, May 25, to the presidency of the Washington Ad Club—the first D. C. radio man to be so honored.

The first job Ben Strouse ever held was in radio, in a manner of speaking. While still in high school in his native Baltimore, he wrote a weekly radio column for the old Baltimore *Post*. Salary: $5 a week. The year was 1926, and a good deal of radio critique then consisted of "DX reports" or how a signal was getting through, amount of static, and other reception problems.

"The static got pretty heavy during the summer," Mr. Strouse recalls, "so for lack of listenable programs to criticize, I was fired. But the *Post* rehired me in the fall, at a salary of $7.50 a week."

During this period, he also remembers taking an audition at WFBR Baltimore, and failing it miserably. "After hearing a discussion of all that was wrong with my diction, my voice, and any number of other qualifications for being an m. c.," he says, "I decided I never wanted to see another radio station again."

So he went to work for the Baltimore *News*, meanwhile going to Johns Hopkins business school to learn economics at night. At 19 he was manager of the merchandising service department of the *News*. From there he went to an advertising agency in Baltimore. The agency folded in the stock market crash after Mr. Strouse had been there two months.

The following December he went to work for the May Co., Baltimore department store, as a "Christmas extra," . . . and remained seven years. He was assistant manager of several departments in the store—merchandising and advertising, among others.

After seven years with the store he wanted to get married, and for some reason, thought Washington offered more opportunities for advancement than Baltimore at the time, so he went to Washington job-seeking. He joined Raleigh Haberdasher as buyer. He also married. His bride was Ruth Katz, daughter of Joe Katz, of Katz Advertising Agency, Baltimore. A year later, 1938, the May Co. recalled him and he went back as buyer for corsets, negligees, lingerie and other feminine dainties.

Mr. Strouse hastens to explain that he "never took care of fittings, or anything like

(*Continued on page 52*)

SWEET MUSIC FILLS THE AIR From early morn till late at night . . . sweet music fills the air for over half a million loyal WQXR and WQXR-FM families . . . families that keep tuned to their favorite station so constantly, no other station can reach them so compellingly. Here is a pre-selected audience . . . above-average in income . . . discriminating in taste . . . responsive to advertising that accompanies the music it loves. That's why more and more advertisers are finding these families their most valuable and profitable customers. For greater sales . . . more easily made . . . in the world's greatest market . . . use WQXR and WQXR-FM . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

. . . and WQXR-FM
Radio Stations of The New York Times

Respects

(*Continued from page 50*)

that" in his department.

Father-in-law Katz, meanwhile, had been wanting to get his new son-in-law interested in coming in with him in the agency. He recognized a good business man when he saw one. Shying away from the apparent nepotism, Ben Strouse always said no.

Finally, though, the day arrived when Mr. Strouse could no longer say no. It came in 1941 when Mr. Katz and Ben Larson bought WWDC Washington and asked Ben Strouse to join the station as salesman. "It was too good to pass up," he said.

He went to the position with a passkey in his pocket—a thorough knowledge of merchandising. On top of this Mr. Larson taught him what he knew about radio.

Ben Strouse found that being green is an asset at times. "I didn't know what can't be done," he says, "so sometimes I did it." He used to ride around town on streetcars "discovering" streets. He discovered the bargain-minded 7th Street of Washington in this way, tapped its advertising resources and turned them into a gold mine.

Direct Selling Pays Dividends

Ben Strouse's method of selling radio time wasn't unethical, but it was unusual—and direct. His favorite trick was to walk into a store with a portable radio under his arm. He would give the manager of the store a short sales talk on what radio could do for him. When the manager would protest that he was too busy or had no radio, Ben Strouse would pull out his radio with a "well, it just so happens . . ." Holding the manager with one hand he would call the station with the other and tell the announcer to "go ahead" with the prearranged announcement.

Then to the astonishment of the store manager, the next station break would feature a nicely-worded free spot announcement for his store. "It was pretty effective, too," says the ingenious ex-salesman. Retail business soon crowded the books of WWDC.

As a man who knows his merchandising, Ben Strouse is a firm believer in selling radio to retailers "more in terms of dresses or suits than in watts and coverage."

In 1945 Mr. Larson sold his interest in WWDC and Mr. Strouse became general manager. The gross volume of the WWDC business has increased 700% since 1942, and has doubled since 1944. Mr. Strouse quotes these figures matter of factly and with no claim to the important part he has played in achieving such a record. In fact he is a very unpretentious, fair-minded man—the type who is referred to by both competitors and cohorts as "a good guy."

The independent WWDC was the first station in Washington to have a full-power FM station in operation. To usher in WWDC-FM, Mr. Strouse and the station held a "Mr. FM" contest, which drew a volume of response that made the whole industry sit up and take notice. Entries totaled 25,381.

The station promotes heavily through contests—the annual "Miss Washington" contest, WWDC fishing contest, to name a few.

Ben Strouse is extremely conscious of the public service responsibilities inherent in the job of manager—especially of a Washington station. "You never know who's listening," he says. "One day the White House called to say President Roosevelt had enjoyed a program that had just gone off the air. It gave me a big thrill—and a pretty terrific sense of responsibility."

Indicative of the success of WWDC's traffic safety program, *Death on Wheels*, was the remark the D. C. traffic inspector made to Mr. Strouse one day when he heard the show was going off the air for the summer. "If that program goes off for the summer," he said, "it will mean ten extra traffic deaths this year."

Mr. Strouse is justly proud of WWDC's inter-racial programs, in which no races are singled out as "problems" or "preferred."

The 38-year old manager's most active outdoor sport is commuting. Three hours of each day are taken up in traveling to and from his Baltimore home. His two attractive youngsters, Pat and Mike, account for much of his week-end time. Michael is seven, Patricia two and a half. Mr. Strouse also plays a pretty sharp game of tennis—usually doubles.

In addition to his Ad Club presidency, he is a director of FM Assn., past director of the Better Business Bureau, member of Washington Board of Trade, chairman of Broadcast Industry Committee of the Federal Reports Council (replacing the now FCC Chairman Wayne Coy), the committee which simplifies federal forms pertaining to the industry.

On the social side, he belongs to the Variety Club and Suburban Club of Baltimore.

The man of two cities has built up quite a reputation for himself in both places. And consensus seems to be not so much that Ben Strouse is lucky to have a father-in-law who owns a radio station, but rather that Joe Katz is a lucky man to have such a son-in-law.

KEY FIGURES in census planning at convention of American Marketing Assn. [BROADCASTING, June 21] were (l to r): William C. Trupper, chief, Business Division, and A. Ross Eckler, assistant director, Census Bureau, and Gordon A. Hughes, General Mills, chairman of AMA Census Advisory Committee.

HOGG NAMED TO HEAD REVAMPED KOY SETUP

ELEVATION of John L. Hogg, commercial manager of KOY Phoenix, to the presidency of the Salt River Valley Broadcasting Co., station licensee, has been announced by Albert D. Johnson, KOY manager.

Mr. Hogg

The action, which took place June 9 at a special meeting of the company's board of directors in Phoenix, came as the result of executive reorganization of the operating company occasioned by the death of Burridge D. Butler, former president and chairman of the board.

In addition, Mr. Johnson was elected vice president and KOY station manager. Other officers named include Glenn Snyder, general manager of WLS Chicago, vice president; John R. Williams, program director of KOY, secretary, and George R. Cook, of Chicago, treasurer. Mr. Hogg retains his position as commercial manager. Name of the late Mr. Butler was retained, as a tribute, in the post of board chairman.

Management

EDWARD J. PATRICK, former program director and assistant manager of WEDO McKeesport, Pa., has been named general manager of WESA Charleroi, Pa.

CLARENCE L. DOTY, sales manager of WJZ New York, key ABC outlet, has been named executive assistant to **MURRAY B. GRABHORN**, vice president in charge of ABC owned and operated stations, effective July 1. Mr. Doty will continue as sales manager of WJZ.

CHARLES E. BELL, former manager of WRNO Orangeburg, S. C., and prior to that with WIS Columbia, has been named manager of WGCD Chester, S. C., new station to go on air in late July.

JACK WILSON, formerly with WHAS Louisville, Ky., has joined WVOS Liberty, N. Y., as station manager. He also will conduct his own two-hour nightly show on station.

GORDON KEEBLE, radio director of F. H. Hayhurst Co., Toronto, has resigned to become manager of CFCF Montreal. He is succeeded at Hayhurst by **ROBERT D. AMOS**, former assistant radio dircetor.

EUGENE CARR, radio director of Brush-Moore Newspapers Inc., operator of WHBC Canton and WPAY Portsmouth, Ohio, and **J. P. WILLIAMS**, executive vice president of WING Dayton and WIZE Springfield, Ohio, have been elected to represent radio industry in Ohio Chamber of Commerce. Mr. Carr is also president of Canton Chamber of Commerce.

CLAY OSBORNE, general manager of KOWL Santa Monica, has resigned, announcing no future plans.

I. E. SHOWERMAN, NBC vice president in charge of Central Division, has been appointed a member of U. of Illinois Foundation.

RAY CUMMINS, chief engineer and program director of WMBL Morehead City, N. C., has been named assistant station manager.

GERRY GAETZ, manager of CKRC Winnipeg, has been elected a director for 1948 of Sales and Advertising Club of Winnipeg.

J. ARTHUR DUPONT, general manager of CJAD Montreal, is recovering from an operation in Montreal General Hospital.

WILTON COBB, general manager of WMAZ Macon, Ga., has returned from two-weeks Naval Reserve trip to Caribbean. While in San Juan he visited four stations and was honored at luncheon at San Juan Bankers Club by **E. B. (Buck) CONNELL** of WAIC San Juan; **HARWOOD HULL Jr.** of WAPA San Juan, and **A. GIMINEZ AGUAYO** of WKAQ Ponce. Luncheon was given Mr. Cobb in behalf of Puerto Rican Broadcasters Assn.

New S. F. Radio Council Announces Its Officers

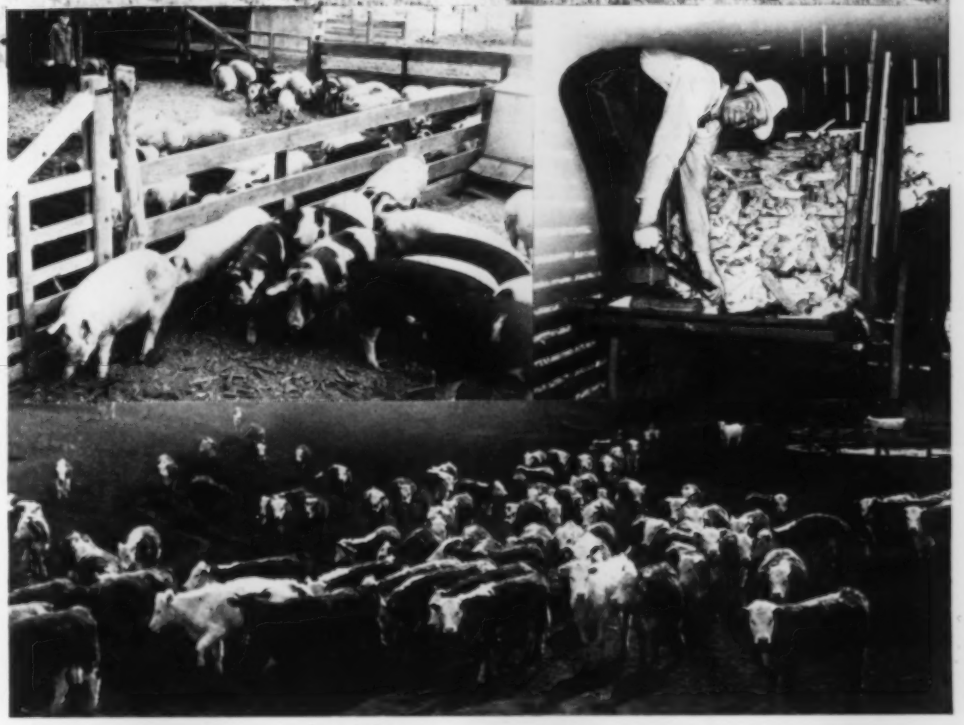
FORMATION of a new radio council, Radio Listeners of Northern California, has been announced in San Francisco. The group, patterned after the radio councils of Cleveland and Wisconsin, is composed of members and representatives of more than 35 of the city's leading civic, welfare, educational and church organizations.

The group announced its board of officers as follows:

President: Mrs. Walter Fell, past president American Assn. of University Women; first vice president: Edwin M. Rich, headmaster, Town School for Boys; second vice president: Mrs. Gustave Weck, president Alamo Mothers Club; corresponding secretary: Mrs. J. H. Beeman, radio chairman, Lafayette Parent Teacher Assn.; recording secretary: Mrs. O. H. McCord, American Assn. of University Women; treasurer: Mrs. Henry Heller; historian: Mrs. John Cornehlsen, Lake Merced Mothers Club; parliamentarian: Mrs. C. C. Story, radio chairman, California Federation Women's Clubs, North.

BIG!

Bill Macdonald, KFAB's Farm Service Director, supplies farmers with a wealth of factual, interesting information daily.



In this BIG area, Farming is BIG business. And every day this BIG business is covered by the BIG radio station, KFAB. For the BIGGEST results in this BIG market, use the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

WE KNEW IT WAS HIGH

BUT GOSH!

LOOK AT THIS!

IN MOBILE

WALA

HAS A

68.5*

SHARE OF AUDIENCE RATING

6:00 P.M. to 10:30 P.M.

Sun. thru Sat.

While we have no quotable authority we hear from reliable sources that this is the highest figure in the nation for major market stations.

If any major market station has a higher figure we'd like to hear about it.

Let HEADLEY-READ give you the complete WALA story and the facts on the phenomenal growth of the Mobile market.

*HOOPER STATION LISTENING INDEX, OCT. '47-FEB. '48

WALA

NBC - 5,000 Watts

MOBILE

Commercial

L. BERRY LONG Jr., account executive of KOA Denver, has been appointed sales manager, succeeding JAMES R. MacPHERSON, retired (see below). Appointment is effective July 1. Mr. Long joined KOA in 1937, coming from Sperry Flour Div., General Mills. He previously was with Buick Div., General Motors and Goodyear Tire & Rubber Co.

JOHN J. KARABIN, former commercial manager of WEDO McKeesport, Pa., has joined WESA Charleroi, Pa., as commercial manager.

ROBERT F. BENDER, formerly with Personal Products Corp., has been appointed sales manager of WCTS(FM) Cincinnati. He will have charge of selling advertising messages in the 400 buses and trolley cars now being wired for FM reception by WCTS. Mr. Bender's first association with radio was in 1927 when he sang the lead with Maple City Four over WLS Chicago.

Mr. Bender

GARRY BENNETT has joined sales department of WWL New Orleans.

JAMES R. MacPHERSON, assistant manager in charge of commercial activities of KOA Denver, for 14 years, retires from the station July 1. He plans to conduct his own business as management consultant on broadcasting, public relations, marketing and kindred activities.

JAMES H. WATSON, former member of sales staff of WRNO Orangeburg, S. C., has joined Craig Broadcasting Co., which will open WGCD Chester, S. C., in late July.

VIRGIL L. SCHMIT, member of sales staff of WCHS Charleston, W. Va., for seven years, has been named commercial manager.

ROBERT M. BAIRD, formerly with sales department of KRLD Dallas, has been named commercial manager of KTXL San Angelo, Tex. He also has been associated with KIXL Dallas, KVOO Tulsa, KTUL Tulsa, and WKZO Kalamazoo, Mich.

ROBERT MEEKER Assoc., New York, has been appointed national representative for WJPS Evansville, Ind., to go on air about Oct. 1, with 5 kw day, 1 kw night on 1130 kc.

ERNIE PETERSON, newsroom editor at WTIC Hartford, Conn., is now member of WTIC's sales staff.

RUSSELL STEBBINS, formerly of Dancer-Fitzgerald-Sample, Chicago, joins WBBM Chicago sales staff.

SLOCUM CHAPIN, account executive in ABC Radio Sales, and veteran of 15 years in radio, has been named Eastern sales manager for ABC television.

RAY BUSHING, formerly with WOWO Fort Wayne, Ind., and DREW KAYE, new to radio, have joined WFTW and WFTW-FM Fort Wayne, as account executives. Mr. Kaye formerly was general manager of Arthur Murray's Dance Studio in Fort Wayne.

WBT Charlotte, N. C., has issued rate card No. 18, effective July 1. Base rates are same but station has eliminated "Dollar Volume Discount." Advertisers with business under contract prior to effective date of card will have rate protection for six months from that date on all business, but may change to new card at any time they desire.

TOM QUIGLEY, formerly with radio department of Harry E. Foster Agencies, Toronto, has been appointed sales and promotion manager of CFCF Montreal.

L. A. Advertising Women Hold Officer Elections

HELEN MURRAY HALL, NBC assistant advertising and promotion manager, was appointed to the board of directors of the Los Angeles Advertising Women, while Venna Taylor, program director of KRKD Los Angeles, was named recording secretary during elections at a meeting of the group.

Other officers elected include:

Mary Elizabeth Lee, men's advertising manager, Desmond's, president; Doris Allen, advertising department, Southern California Gas Co., first vice president; Helen Edwards, president of Helen Edwards & Staff Inc., second vice president; Beatrice Kentz, assistant space buyer, BBDO, corresponding secretary, and Bea Davies, assistant to president, Mayers Co.

Also appointed to board of directors were:

Glad Hall Jones (ex-officio), KRKD account executive; Ruth T. Miller, account executive, A. M. Rosenberg Associates; Zepha Samoiloff Bogert, partner, The Bogerts; Mary Buchanan, assistant public relations, Union Pacific Railroad, and Kay C. Jones, West Coast fashion editor, "Look" Magazine.

Market Research Council Elects Wilson President

ELMO C. WILSON, former CBS director of research and now president of International Public Opinion Research, has been elected president of Market Research Council.

Other officers are: vice president, Vergil D. Reed, associate director of research, J. Walter Thompson Co., and secretary-treasurer, Franklin R. Cawl, director of marketing and research, Kudner Agency.

The council is composed of researchers whose objective is to stimulate scientific study and sound thinking in marketing research.

H. Greig Joins DuMont As WABD Sales Manager

HUMBOLDT J. GREIG, for the past seven years assistant to the vice president in charge of sales of ABC, last week joined WABD New York, Du Mont key video station, as sales manager.

Mr. Greig

In announcing the appointment, Leonard H. Hole, general manager of WABD, said that Mr. Greig's duties will be much broader than his title indicates and that he will play an active part in the formation of policies and practices for the DuMont Television Network as well as for WABD. He cited Mr. Greig's part in establishing the daytime program policy of ABC which aided materially in building that network's billings to its current six million dollar rate.

Western Electric 3 KW FM transmitter—ready for delivery now. So are the 1 KW and 10 KW models.

"We like to live in glass houses!"

"At last we components can live wherever our jobs say we should—instead of all of us being pushed around to let a few tubes sit behind windows. That's why we like this TRANSVIEW design as much as you do!"

Distinctive features of Western Electric FM

Low intermodulation and harmonic distortion.

•

Frequency Watchman, Power and Impedance Monitor, Arc-Back Indicator.

•

TRANSVIEW design for maximum visibility and accessibility.

That's right! In the Western Electric line of FM transmitters, the position of each component is determined *solely* by the requirements of good circuit design. There's no need to stretch leads and extend controls to provide visibility for a few major components, because with TRANSVIEW design, you see the whole works.

This straightforward functional design results naturally in a clean-cut equipment layout—and, with full-length glass doors to show it off, provides an unusually attractive over-all *appearance*.

A further result of this unique TRANSVIEW design is maximum visibility during operation, *accessibility* for speedy inspection, maintenance and replacement.

For the full story on TRANSVIEW design, as well as the other unique features of Western Electric FM Transmitters, call your Graybar Broadcast Representative or write Graybar Electric, 420 Lexington Ave., New York 17, N. Y.

Distributed by GraybaR — Offices in 100 Principal Cities

Western Electric

— QUALITY COUNTS —

DISTRIBUTORS: IN THE U. S. A.— Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Production

JOEL CARLSON, former director of news and special events of WGH Newport News, Va., has been named program manager of WTAR Norfolk. He succeeds the late **HENRY COWLES WHITEHEAD.**

BERNIE ROBERTS, former chief announcer of WMID Atlantic City, has joined WNDR Syracuse, as program director.

LUMIR MATHAUSER, former art director of Foster & Kleiser, Los Angeles, has joined KFI-TV Los Angeles, as production facilities manager. As such he will be in charge of sets, make-up, costumes and other production aids. In addition to his 20 years with the West Coast outdoor advertising firm, he also has performed freelance art direction and special effects for several motion picture studios.

Mr. Mathauser

GIL FAUST, former NBC writer and producer, joins KECA Los Angeles, July 6 for eight weeks as vacation relief for station's writer-producers.

CHARLES RUTLEDGE, formerly with WHJB Greensburg, Pa. WLEU Erie, Pa. WWVA Wheeling, W. Va. WCAE Greensburg and WEDO McKeesport, Pa., has joined WESA Charleroi, Pa., as production manager. **BOB VESEL**, former production manager and program director at WHWL Nanticoke, Pa., has joined station as promotion manager and announcer, and **WILLIAM E. RYAN 3rd**, former announcer at WLER Lebanon, Pa., and WHWL Nanticoke, Pa., has joined as chief announcer, and music director.

ED HOERNER has joined WWL New Orleans, as program director.

WAYNE THORNTON Jr., former commercial manager of KBLF Red Bluff, Calif., has joined KSUH Susanville, Calif., as program director.

WARREN GREENWOOD, former station manager of WMOU Berlin, N. H., has joined WHAV and WHAV-FM Haverhill, Mass., as program director. He has been with WMAS Springfield, WHAI Greenfield, WTAG Worcester, all in Mass., and WTVL Waterville, Me.

CHARLES E. HAMILTON, supervisor of music of KFI Los Angeles, has been named station's director of public service. Mr. Hamilton, who has been with station for six years, replaces **JAMES VANDIVEER**, recently named director of remote programming of KFI-TV.

MEMORIAL SHOW

MAURI CLIFFER Memorial Program, honoring KMPC Hollywood disc m.c. who died suddenly June 3, [BROADCASTING June 14], will be given tonite (June 28) at Hollywood Bowl, Los Angeles, by Los Angeles Disc Jockey Assn. Proceeds from affair, which features various radio talent, will go towards playground.

GRACE WHITING has joined WINS New York continuity department.

FRANK DOYLE has been named producer of WBBM Chicago's "That Men May Live," aired in cooperation with Chicago Council of Social Agencies and the Junior League.

DOROTHY KACHADORIAN, former member of script writing class of WTAG Worchester Radio Club, has been added to WTAG's staff as script writer. **JOHN CLAREY**, former news editor of WHAV Haverhill, has joined station as news announcer.

DOUGLAS STONE, former script writer of WBBM Chicago, and newspaperman, has joined continuity staff of WGN Chicago.

NOEL DIGBY, assistant script writer of WSM Nashville, Tenn., has been appointed chief script writer, succeeding **EDDIE BIRNBRYER**, who resigned to do freelancing, including writing of number of network programs.

RONALD HARPE has assumed duties of staff announcer of WMBL Morehead City, N. C., succeeding **BILL O'CONNEL**, resigned. **CLINTON LONG**, musical librarian of WMBL, is also acting as announcer.

MARVIN LEVEY has been promoted from studio supervisor to production manager of WFDF Flint, Mich. **TED TAYLOR**, announcer, has been appointed studio supervisor.

FRED LEVINGS, formerly with CBS Chicago, has been named program director of KMGM (FM) Hollywood.

JACK DALY has joined announcing staff of CKWS Kingston, coming from CJKL Kirkland Lake. He was formerly with CKEY Toronto, as operator. **PAT McDONELL** has joined CKWS as continuity writer.

RO-ZEE, columnist for "P.M.," and **DICK BROWN** have signed with WVOS Liberty, N. Y., to conduct two-hour record show.

JERRY F. MULLIN has resigned as continuity director and director of women's programs of WDVA Danville, Va.

BILL PEPPER, program director of WELD-FM Columbus, Ohio, and Ellen Nunn Tarpley planned to be married June 25.

JACK BROWN, formerly of AFRS, has joined announcing staff of KLAC Hollywood.

BILL DAVIDSON, former program manager of KECA Los Angeles, and recently the victim of an auto accident has recovered and has joined ABC Hollywood, as announcer.

NANCY DEWEY, copywriter and girl disc jockey of WMBL Morehead City, N. C., and Claude Hancock have announced their marriage.

EARL JENKINS has joined WZIP Covington, Ky., as music librarian, and **BOB RESPESS**, formerly with news department of WCKY Cincinnati, has joined production department.

KEN WITHERS, formerly of Montreal, has joined announcing staff of CFCH North Bay.

BILL GALBRAITH has joined announcing staff of CKGB Timmins.

HERB LIVINGSTON, novelist and freelance detective, western and scientific writer, has joined WBBM Chicago writing staff. He authors "The Billy Leach Show," heard week days 10:30 to 10:45 p.m. (CDT).

AL JOLSON, star of his own NBC show, has been named honorary mayor of Encino, Calif., succeeding the late **TOM BRENEMAN.**

BILL LAWRENCE, director of CBS "Screen Guild Players," is studying film techniques via assignment as dialogue director at Republic Pictures.

ART SURRENCE, sound effects department of Don Lee Hollywood, and Ruth Lebow have announced their marriage.

CAST additions to three daytime serials include **EVERETT SLOANE** to CBS "Big Sister"; **HARVEY STEPHENS** to NBC "Right to Happiness"; **CASEY ALLEN** to NBC "Road to Life."

JEANNE GRAY, of KMPC Hollywood, will write two weekly columns for "Encino News," Encino, Calif., under name of her radio program, "Woman's Voice."

PAUL HUGHES, KTAR Phoenix announcer, was winner of $100 award in recent "Cosmopolitan" magazine short story contest.

DICK De FREITAS, WHN New York staff announcer, is the father of a girl, born June 20.

ED WATSON, staff announcer of KEX Portland Ore., has been awarded bronze golf trophy for his 77 mark in annual Portland broadcasters' golf tournament.

San Francisco's Carriage Trade is Practically EVERYBODY*

*Sales Management's latest Survey of Buying Power shows that San Francisco has the *biggest per capita net effective buying income* of the nation's 200 largest cities!

AND ONE COLUMBIA STATION SERVES THEM ALL

KQW

San Francisco Studios
Palace Hotel

Represented Nationally by Edward Petry & Co. Inc.

Pacific Agricultural Foundation, Ltd. San Jose, California

RADIO DIABLO OPENS 250 KW FM STATION

WITH power of 250 kw KSBR (FM) San Bruno, Calif., has inaugurated regular program service on Channel 263, 100.5 mc. Taking part in the program were California Governor Earl Warren, Louis Hayward, Mrs. Lou Gehrig, Gail Page, Keenan Wynn, and other local and Hollywood celebrities.

Station is licensed to Radio Diablo Inc., affiliated in ownership with Eitel-McCullough Inc., tube manufacturer. Officers of Radio Diablo are O. H. Brown, president; J. A. McCullough, vice president; Edmund D. Buckley, secretary, and W. W. Eitel, treasurer. Transmitter is located on Mt. Diablo, 3849 feet above sea level, and a studio-transmitter link is used in the 940.5 mc band.

Station personnel include Franklin Evans, program director; Vic Ueberroth, commercial manager; Arthur Arrigoin, chief engineer; David Atkins and Tom Curtiss, operators, and Richard Scudder, Mel Fritze, Phil Walker and George Randolph, announcers.

WVEC to Begin Thursday As 250 w Daytime Outlet

WVEC Hampton, Va., new 250 w daytimer on 1050 kc, is slated to begin broadcasting operations Thursday (July 1). Station is owned by the Peninsula Broadcasting Corp., headed by Thomas P. Chisman, president and general manager; James E. Swafford, vice president and chief engineer, and J. W. Whiting Chisman, secretary-treasurer.

Other station personnel are Vernon Carter, formerly with WRRF Washington, N. C., assistant manager; Edith Zavasky, formerly with WHYU Newport News, Va., women's director; Gordon Walsh, Peter Edman, and Dallas Burnette, announcers; Billy Eacho, music librarian, and Fay Kilpatrick, receptionist.

Equipment is Raytheon throughout. Standard transcription service and AP news will be used.

WPAY's New FM Station Officially Inaugurated

FM broadcasts, including duplication of its regular standard AM programs, were officially inaugurated by WPAY-FM Portsmouth, Ohio, June 20. New station, representing a $50,000 investment of the Scioto Broadcasting Co., will be on the air from 3 to 9 p.m. daily for the first few months, duplicating several programs of CBS, of which WPAY is an affiliate.

Gerald F. Boyd is manager of WPAY and WPAY-FM. WPAY-FM is on Channel 281 (104.1 mc). Transmitter is located in Kentucky, atop the highest hill point along the Ohio River between Pittsburgh and Louisville. Transmitter building was planned and designed by Maurice Myers, WPAY chief engineer, who also installed equipment.

PONDERING a point during recent meeting of Central Valley Group stations in Fresno, Calif., are (l to r): Herbert Ferguson, general manager KXOB Stockton, Calif.; Clark Sheff, sales manager KYNO Fresno; Lincoln Dellar, president KXOA Sacramento and KXOB Stockton; Jack Q. Hall, general manager Western Radio Adv. Inc.; Edgar Deatherage, KYNO sales representative; Frank Wilbur, manager KAFY Bakersfield; Morton Sidley, KXOA sales manager; Gene Chenault, general manager KYNO; Joe Hinman, sales representative KYNO; Sheldon Anderson, general manager KCOK Tulare, Calif., and KAFY, and Dick Wagoner, KCOK manager.

WSM Scores Heavily

WSM Nashville has been successfully altering tradition in the national magazine publishing field, which is not heavily inclined toward plugging individual stations. Within the past five months WSM has been featured or scheduled for recognition in 10 national publications, including *Southern Agriculturist*, *Radio Best*, *Time*, *Newsweek*, *Seventeen*, in which articles have already appeared, and in *Coronet*, *American Legion Magazine*, *Radio Mirror*, *True Romance*, and *Friends*. The eleventh occasion of recognition is furnished herewith by BROADCASTING.

WMRA at Myrtle Beach Starts (250 w, 1450 kc)

WMRA Myrtle Beach, S. C., took the air June 10 on 1450 kc, 250 w unlimited.

Studios are located in the Ocean Front Hotel at Myrtle Beach.

Principals of the licensee, Myrtle Beach Broadcasting Co. Inc., are Joe C. Ivey, Myrtle Beach; Penn Thomas Watson, president of WGTM and WGTM-FM Wilson, N. C., and L. B. Hyman of WDSC Dillon, S. C.

View of transmitter building and antenna base of WPAY-FM.

WOKZ-FM Alton, 99.9 mc Is Now in Operation

WOKZ-FM Alton, Ill., is now broadcasting on channel 260, 99.9 mc, with a radiated power of 9.1 kw. It is powered by a 3-kw transmitter with a 269-ft. tower.

The station operates from sign-on till 10 p.m. as a dual operation of WOKZ, owned and operated by the Illinois-Alton Broadcasting Co. R. L. Rose and R. C. Goshorn are co-owners and Al Riehl is program director. Thomas F. Payton Jr., is chief engineer. WOKZ has been on the air since Feb. 4.

WFTR Front Royal, Va., Planning July Opening

FINAL plans are being formulated for opening in late July of WFTR Front Royal, Va. The 250-w fulltime station will be on 1450 kc as a Mutual affiliate, according to H. F. Minter, president of Sky-Park Broadcasting Corp., licensee.

Warren S. Bell, former engineer at WOL Washington, will be general manager and chief engineer. Gardner D. Beman, former radio production and sales promotion counsel of Birmingham, Ala., and Washington, D. C., has been appointed program director and commercial manager.

Studios and transmitter are east of the city on John Marshall Highway. Washington representatives of the station are Delmar W. Beman Sr. & Assoc.

Ayer TV Auditions

AUDITIONS for television announcers will be held at the N. W. Ayer and Son offices in New York and Chicago on August 2 and August 4, respectively. Two announcers will be selected in each city to cover the football telecasts to be sponsored by Lucky Strike cigarettes this fall.

NEW AUSTIN STATION STARTS OPERATIONS

LOCAL, state and national government officials and civic leaders took part in dedication ceremonies of KAUS Austin, Minn., which went on the air May 30 with 1 kw fulltime on 1480 kc.

Studios of the MBS affiliate are located at 405 North Main St. and the transmitter is situated about 2½ miles south of Austin.

L. L. McCurnin, former manager of KWNO Winona, Minn., is general manager of the station, owned and operated by Cedar Valley Broadcasting Co. Inc. Staff members include: Glen Klein, formerly of KMA Shenandoah, Iowa, chief engineer; Fred Dufty, formerly with WKBV Richmond, Ind., sports editor; Jim Cairney, Ken Bryant and Bob Abbott, announcers; Frank Potter, Robert Farrell and Robert Erickson, engineers; Tom Steensland and Joe Lake, sales department; Don Richardson, continuity chief; Mrs. Vivian Knudsen, traffic and accounting, and Mrs. Fred Dufty, receptionist.

WFAS WFAS-FM Finish New Studios and Offices

WFAS and WFAS-FM White Plains, N. Y., have just completed postwar construction with the inauguration of new studios and offices in White Plains' *Reporter Dispatch* Bldg. New transmitter plant went into operation last fall.

Station is located in Westchester County and has been in operation for 15 years. Frank Seitz, managing director, reports that programming will continue to stress fine music, civic details, local news, and a complete slate of forums and discussions on local topics.

MISSION ACCOMPLISHED
WFMJ Broadcasts Girl's Last Big Thrill

YOUNGSTOWN was listening in full force when WFMJ broadcast one of its most touching programs. The station and the Youngstown (Ohio) *Vindicator* went to work making plans as soon as they heard Gene Autry, cowboy radio-screen star, was coming to town. It seems there was a 14-year-old girl in Youngstown who had been an invalid for four years, and her big ambitions were to ride horseback again and to see Gene Autry.

As soon as Mr. Autry arrived, the young girl, Sally Sue Bartholomy, was taken to see him. WFMJ broadcast the interview she had with the cowboy star, and the station told her story on the air. Soon afterward, Sally Sue grew worse. And a few days later, she died, one of her ambitions, at least, fulfilled.

TV'S TROUBLE

Too Many Overnight Experts

By AL BUFFINGTON

IF you're an agency radio man, chances are you've either put on a television show already or will have to do one in the near future. When the overnight experts start bombarding you with advice don't lose heart. Some day you may be called upon to run the horned toad concession on the river Styx—a totally new experience. Remembering your contacts with bull frogs as a boy and using your imagination plus a knowledge of your customer's likes in horned toads (most of them will be radio men anyhow—the customers, not the horned toads) you'll probably do a very creditable job.

And just one television show, mind you, and you, too, are an overnight expert. All you need then is an impressive looking pipe and a carefully rehearsed sentence, "you gotta have action on that television screen—that's what, action!"

The guys who've been in it for years will solemnly nod their heads, adopt a very knowing look and talk of such things as 16-mm film clips, fades, dissolves, camera angles, etc. But don't be too impressed, my friend, keep puffing away at that pipe and throwing in that sentence of yours because nobody, and we mean literally nobody, is an expert at this stage of television.

It's true that any dope who's been exposed to the image orthicon for a few takes has learned certain fundamental techniques of television. He can give you a fast line or two that reads something like this:—Remember to deal chiefly in close ups—the television screen is small and long shots lose detail. Use lots of demonstration—it is a great "show-how" medium. Don't ever show a commercial announcer reading a script—news telecasts are bad enough using the "reading" technique. Use a direct eye-to-eye sell from a presentable looking salesman from time to time—nothing beats the persuasiveness of a personal sales pitch except a combination of this and showing the product. Have frequent close-ups of the package which fill the entire screen—the televiewer must learn to recognize your product at a glance.

Tactics 'An Insult'

Well, you see what we mean—this is enough to make it perfectly obvious that the television expert is out to insult your intelligence. He's full of startling revelations about the medium that you can learn from one show or already realized from the plain and simple use of common sense.

Just so we'll recognize them, let's have a look at some of the overnight experts you meet in television today. First, there's the guy who's had his set installed for 24 hours and has just spent his first evening watching so intently that his wife could set fire to his shot of bourbon and he'd drink it, flame and all.

This chap, not having ever seen television before, has nothing with which to compare his evening's entertainment. He decides it's something like radio only more like the movies and he'll tell you that by his own "expert" standards it's lousy. That singer he saw "just stood there and sang. The guy on the interview talked too much. Yeah, maybe if you liked sports the boxing and basketball were all right," he grudgingly admits.

Deep Down He Likes It

So, boom, he's an overnight expert and doesn't hesitate to let you know about it! And incidentally, he may criticize but he'll watch and watch and watch because deep down he likes it!

Then there's the sorriest of experts. He's the fellow who really has been around television for a good long while, maybe eight or ten years. But the longer he's around it the more he realizes that the medium is too big for him. So he covers his feeling of inadequacy by constantly berating the upstarts out of radio advertisers who are coming into TV. Now if he were just smart enough to keep his mouth buttoned, chances are people would say, "This boy has been around a long time. He must know all the answers."

But no, Mr. TV is afraid somebody might forget the fact that he's had more experience in this business than DuMont himself. He'll probably sound off something like this. "You tell that blanketyblank m. c. that this isn't radio. He's in television now! In all my 14 years in TV I never saw a radio m. c. yet you didn't have to draw pictures for to get him to look at the person he's interviewing instead of at the camera." So the 14 years in TV have taught our man the obvious truth that one should give the person speaking undivided attention so as not to distract the audience viewing. It seems to me the nice old lady who coached our third grade play made the same thing clear.

Then we come to the nicest of all overnight experts—nicest because he is footing the bill while we're getting familiar with television. He's the local sponsor who takes one look at the classy slides or the $50 colossal film production you made for his commercials and promptly is sorry he hired you. "Look at those Camel commercials," he'll say, "what's the matter, haven't you been watching those film commercials for Lucky Strike and Kools? Why can't ours look like those!" Why indeed—there's a little matter of around $2,500-a-minute spot difference in cost that may have something to do with it.

So you beat your brains out trying to come up with a gimmick that'll take the place of lavish production and costly film optical effects and he tells you what you already know. (Author's note: In case one of our sponsors recognizes himself, we'd like to repeat he's really a nice guy with "expert trouble" of his own since both his small children don't hesitate to tell him how bad each of his television shows is.)

There you have a quick run down on a few of the experts you'll meet in television today. From graying veteran to a sponsor's precocious kids, you'll recognize and live with each type. Discouraging? No, you'll get used to it and if you have any really tough television problems, don't hesitate to get in touch with me because—well you see, I'm an expert, too!

AL BUFFINGTON, head of Al Buffington Co., Baltimore radio and television production firm, combines humor with a few well chosen facts to present the low-down on television's overnight experts. "And just one television show," he tells us, "and you, too, are an overnight expert."

Mr. Buffington

NEW TV MODELS

Wide Variety of Sets Introduced

NEW MODELS of television sets were announced last week by several manufacturers. Magnavox Co., Chicago, entered the video field by introducing twelve models in a wide variety of furniture styles, ranging in price from $299.50 to $1,750. The company has converted its Fort Wayne, Ind., facilities for television set production and expects to reach a capacity of 10,000 units per month by fall.

Stromberg-Carlson announced a new television-FM model with a twelve-inch picture tube. The tuning range takes in the 13 television channels and the 88-108 mc FM band. Price is to be announced later.

Belmont Radio Corp., Chicago, subsidiary of Raytheon Manufacturing Co., has a TV receiver which operates on AC of any frequency as well as DC, thus eliminating the need for converters in DC areas. The 17 tube, seven-inch screen receiver will retail for $179.95. Company has also designed new portable test equipment for use by service dealers.

Crosley Division of Avco Manufacturing Corp. will introduce its 1949 line at the July Furniture Market in Chicago. Included will be a TV receiver with a 12-inch picture tube.

DUMONT STOCK

Proposal to Increase Capitalization

ALLEN B. DuMONT LABS. has called a special stockholders meeting to vote on a proposal that the company's capital stock be increased from the present $300,000 to $3,300,000. Meeting, called for July 22 at 2 p.m., in the firm's offices at 2 Main Ave., Passaic, N. J., is in lieu of the annual meeting which was not held on the regular date.

Stockholders will be asked to vote on a provision that not more than one-fifth of the capital stock shall be owned by foreign governments or aliens. This is to comply with the requirements of the Federal Communications Act to that effect for station licensees, as DuMont owns two television stations, WABD New York and WTTG Washington, and is currently constructing another, WDTV Pittsburgh. Officers and directors for the coming year will be elected at the special meeting.

As set forth in the announcement to stockholders, the proposal is "to increase the authorized capital stock of the corporation from $300,000, the amount now authorized (which is divided into 2,440,000 shares of class A common stock and stock of the par value of $0.10 per share and 560,000 shares of class B common stock of the par value of $0.10 per share) to $3,300,000, to be divided into 150,000 shares of newly authorized 5% cumulative convertible preferred stock of the par value of $20 per share."

If the stockholders approve the preferred stock issue and if market conditions are favorable, the company plans to place all 150,000 shares on sale (to the public) at $20 a share. The stock will be offered to the public by a group of underwriters through a contract to be made with Van Alstyne Noel Corp. and Gearhart & Co., representing the underwriters. David Van Alstyne Jr., president of the Van Alstyne Noel Corp., is a DuMont director.

The contract provides for the underwriters to purchase the stock for $20 a share, receiving payment of $2 a share for putting it on public sale, netting DuMont approximately $2,700,000 before deduction of legal fees and other expenses involved.

Pointing out that the DuMont

(*Continued on page 58*)

DURR HONORED

D. C. Lawyers Guild Gives Luncheon

HIGH REGARD for retiring FCC Comr. Clifford J. Durr as a selfless and courageous public servant was expressed by FCC Chairman Wayne Coy June 19 at an honorary luncheon tendered by the National Lawyers Guild, Washington, D. C., chapter. Some 300 government and industry representatives and Guild members were present.

Held at the capital's Washington Hotel with former Assistant Attorney General Thurman Arnold as toastmaster, luncheon also included Sen. Claude Pepper (D-Fla.) as a feature speaker. Among other guests at the speakers' table were Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr; Justice Harry W. Edgerton of U. S. Court of Appeals for D. C.; former FCC Chairman Paul A. Porter, now law partner of Mr. Arnold; FCC Comrs. George E. Sterling and Rosel H. Hyde; Joseph J. O'Connell Jr., chairman, and Josh Lee, member, Civil Aeronautics Board. Mrs. Virginia Durr, wife of the commissioner whose term at FCC expires June 30, was seated by Chairman Coy.

The present FCC chairman stated that Comr. Durr "is an exultant believer in democracy" and if he is capable of wrath, "all his wrath would fall upon those reckless sons of America who would sell our soul of liberty for restraints to be imposed by a few." Mr. Coy continued: "Today, the name of Clifford J. Durr stands high on the roll of those who have contributed to American broadcasting in the public interest. He has always had before him the vision of broadcasting as a palladium of the people's liberties."

Comr. Durr "has envisioned goals of achievement," Mr. Coy related, "that much of American radio has not yet attained—goals toward which it must move or mock the bright hopes that arise with each new technical advance in this electrical miracle." He added that Mr. Durr has been "one of the most diligent and one of the most discerning architects of the house of radio" and has been a "consistent rebel against 19th century thinking in 20th century electrical communications."

"Because of his shining integrity, his keen intellect and his disarming charm," commented Chairman Coy, "most people who have differed with him have not been able to find it in their hearts to resent him. The few real enemies he has made are of such a stripe that their enmity is a badge of honor."

Donald Murtha, president of the Washington chapter of the Guild and assistant solicitor for the Dept. of Labor, said Mr. Durr was a man not to "compromise with his own conscience."

Mr. Arnold, in light vein, mused that after Comr. Durr left FCC we would have 45 minute commercials and television by Minsky. Seriously he asserted Comr. Durr has been the "conscience of the broadcasting business."

Senator Pepper, viewing the present political trend as that of retrogression, stated the country will be "vastly impoverished" as Comr. Durr leaves public service. The Congressman then read excerpts from a number of published articles and news stories commending Comr. Durr and his work. A number of these stories were inserted by Senator Pepper in the *Congressional Record* for June 22.

HEAD TABLE guests at lawyers' luncheon included Joseph J. O'Connell Jr. (l), chairman of Civil Aeronautics Board, and Sen. Claude Pepper (D-Fla.).

Group Honors Durr

A TESTIMONIAL luncheon to Clifford J. Durr, retiring FCC commissioner, will be given July 1 at the Hotel Astor in New York by a group of his friends among top broadcasting executives. Arrangements are being made by the Radio Committee of the American Civil Liberties Union.

ENJOYING good anecdote at National Lawyers Guild luncheon, Washington chapter, is the guest of honor himself, Comr. Durr (l), and (l to r): Thurman Arnold, former Assistant Attorney General of U. S., now Washington attorney; Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr, and Josh Lee, member, Civil Aeronautics Board.

FCC Probes

(*Continued from page 26*)

sufferer, normally does not remain in Washington during the summer pollen season.

The House select committee's plans were not expected to take shape until after the wind-up of last week's Republican Convention, and there was some feeling that the committee would not get down to business until after the Democratic Convention next month.

With the GOP leadership engrossed in the party Convention, there was only speculation as to the ultimate membership of the special committee, and little of that. The five-man committee is to be named by Speaker Joseph W. Martin Jr.

Rep. Forest A. Harness (R-Ind.), who introduced the resolution, would head the committee if normal procedure is followed. In view of the surprise stand taken by Rep. Charles A. Wolverton (R-N. J.) in support of the measure after his Interstate Commerce Committee voted to fight it on jurisdictional grounds, it seemed likely that either he or one or more of his designates also would be named.

Rep. E. E. Cox (D-Ga.), who headed the 1943-44 select committee probe of the FCC until he resigned after what he called a "smear campaign" against him, was one of the forces behind the Harness resolution, but his office said he would refuse to serve on the investigating committee.

The committee carries a $25,000 appropriation but authorities noted that additional funds will be available after Jan. 1 if needed.

It was opposed on the floor principally by Rep. Adolph J. Sabath (R-Ill.), the only dissenter in the Rules Committee's favorable action on it, and to a lesser extent by Minority Leader Sam Rayburn (D-Tex.) and Rep. Mike Monroney (D-Okla.).

Majority Leader Charles A. Halleck (R-Ind.) actively supported it in the floor debate, along with Reps. Harness, Wolverton, Cox, and F. Edward Hébert (D-La.), an outspoken critic of FCC's grants

(*Continued on page 60*)

VA Series Being Carried By Over 1,500 Stations

VETERANS Administration series, *Here's to Veterans*, is now carried by 1,503 AM and FM stations, according to Charles E. Dillon, assistant director of information for VA radio and television. Figures apply to the seventh series of 13 quarter-hour platters. The eighth series has just been distributed to stations; the ninth is in production.

A total of 24 television stations are currently carrying the VA film spot series, *Your VA Visitor*. Production is also beginning on a series of five-minute films. On June 10 VA held a television conference in Washington for the Eastern Seaboard to study the development of local TV shows conveying current information to veterans and their families.

Paging Service

TELANSERPHONE Inc., New York, was granted construction permit last week by FCC for a Class 1 experimental radio station to test feasibility of a radio paging service for doctors. Use of 72-76 mc band for test is allowed provided that no intereference to television Channels 4 (66-72 mc) and 5 (76-82 mc) results. Doctors are to carry small portable receivers and a fixed transmitter would send code signals until doctor called responded by telephone.

COCKTAIL KIBITZERS, preceding luncheon of National Lawyers Guild, Washington chapter, to honor retiring FCC Comr. Clifford J. Durr, included (l to r): Comr. Rosel H. Hyde; Assistant Secretary of Interior C. Girard Davidson; Paul A. Porter, former FCC chairman and now Washington radio attorney; FCC Chairman Wayne Coy; Comr. George E. Sterling, and NAB General Counsel Don E. Petty.

DuMont

(*Continued from page 56-B*)

"business has greatly expanded and larger inventories are being carried and greater amounts of working capital used," the announcement states, "it is contemplated that part of the proceeds from the new financing and from current profits will be devoted to these and other general business purposes.

"The facilities for the production of television receivers, transmitting equipment and cathode-ray tubes are not extensive enough to meet present demands and it is contemplated that some of the funds becoming available will be used to enlarge and improve those facilities," the anouncement continues. "To that end the corporation is negotiating for the purchase of a large plant in which, it is hoped, to center the production facilities. Part of these funds may also be used to finance the construction and equipment of the corporation's television broadcast station WDTV Pittsburgh."

Holders of the preferred stock, if authorized, will receive preferential dividends at the fixed rate of 5% a year, payable quarterly, before dividends are paid to any other stockholders. In event of liquidation of the corporation, preferred stockholders are to receive $22 a share if the dissolution is voluntary, or $20 if it is involuntary, with the entire assets of the corporation to be divided among the holders of preferred stock on a pro rata basis if the assets are not sufficient to meet the $20-a-share figure.

The company reserves the right to redeem the preferred stock at any time for $22 a share, in lots of not less than 10% of the outstanding shares at any one time. Starting June 30, 1949, the company will set aside at the end of each quarter a sum which would be equal to 2½% of the consolidated net income for the preceding fiscal year for the retirement of the preferred stock. An amount equal to each of these retirement installments shall also be applied from time to time to the purchase of preferred stock on the open market, as available, at not more than $22 a share. If the fund required to be set aside for retiring preferred stock equals or exceeds $150,000, the company is required to put into the fund only enough to bring it up to $150,000 on the fund retirement date, with no retirement installment called for if the bid price of the stock on the day before the installment date is $24 or more.

The preferred stock may also be converted into class A common at a sum to be fixed by the board, but with the initial price to be not less than $18.18 per share. The company is required at all times to keep available out of its authorized and unissued class A common stock enough shares for the complete conversion of the outstanding preferred stock.

'Miss America'

PLAN which would make every television set owner in Atlantic City area a judge in "Miss America" beauty contest was proposed by A. F. Wild, General Electric commercial engineer. Proposal was made during a speech before Atlantic City Kiwanis Club on what television will mean to the average person. Mr. Wild recommended that for future beauty parades the usual judges be supplemented by set owners who would vote by mail or wire for most attractive beauty. Prizes were also suggested for those whose choice came closest to that of the judges.

Franco and Pat Fennell Were Married in March

Mr. Franco

Mrs. Franco

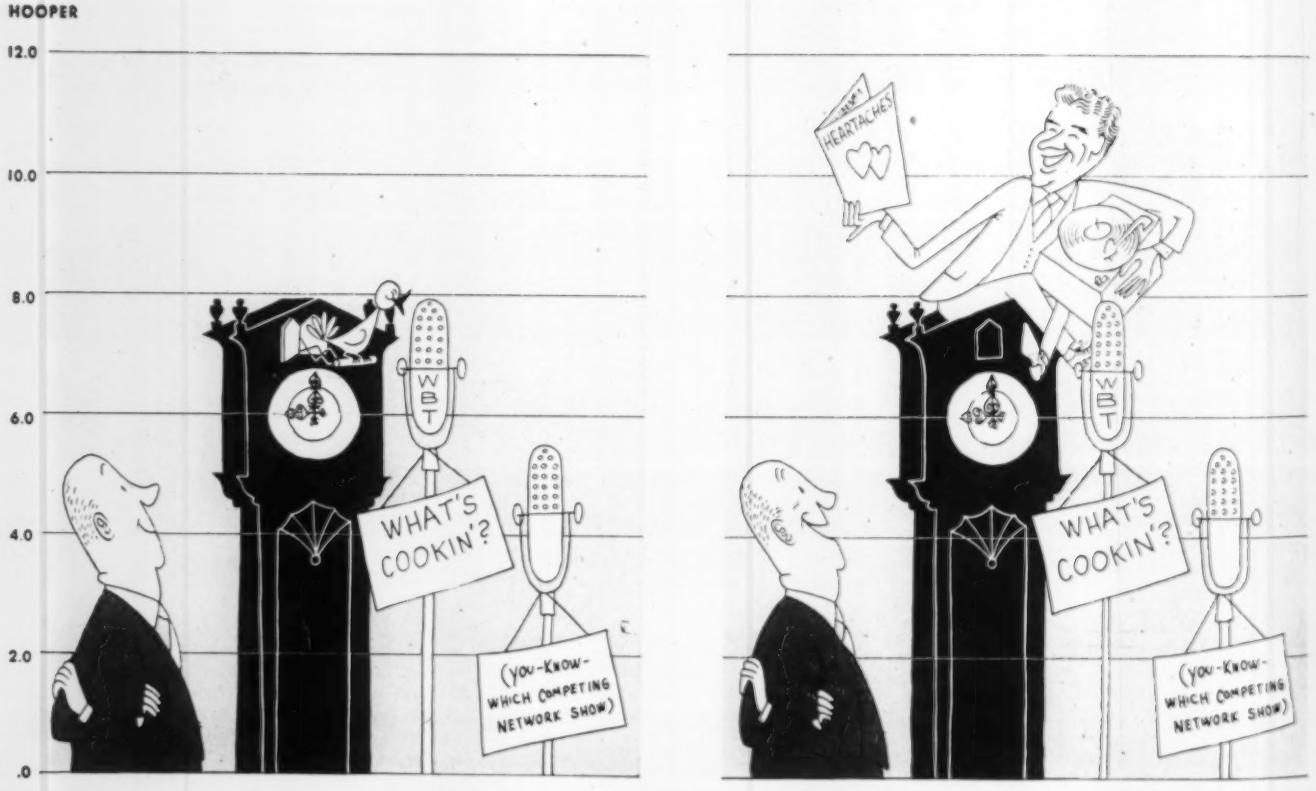
CARLOS FRANCO, manager of station relations and associate director for Young & Rubicam, New York, and Patricia Fennell, time buyer with Dancer-Fitzgerald-Sample, New York, were married on March 4 in New York City. The couple delayed public announcement of their marriage until last week because of the recent death of Miss Fennell's father.

Mr. Franco, who has been associated with Y & R for the past 15 years, is currently celebrating his 25th anniversary in radio.

Miss Fennell has recently joined D F & S and was formerly associated with the Biow Co. for five years.

CFPL London, Ont., is expected to change to 980 kc from 1570 kc this autumn.

WBT HAS A GOOD TIME



Florida, South Carolina Ask Census Set Question

RESOLUTIONS calling on the U. S. Census Bureau to include a radio set ownership question in the 1950 decennial census were passed at meetings of the Florida and South Carolina broadcaster's associations (see story Florida meeting page 89).

The South Carolina group elected G. Richard Shafto, WIS Columbia, as president. Mr. Shafto is an NAB director-at-large representing medium stations.

Eight stations were represented by 28 broadcasters at the one-day session in South Carolina. Other officers elected were John M. Rivers, WCSC Charleston, vice president; Melvin Purvis, WOLS Florence, secretary-treasurer. Elected directors for two-years were Robert E. Bradham, WTMA Charleston, and T. Douglas Youngblood, WFIG Sumter; for one-year terms, B. T. Whitmire, WFBC Greenville, and James W. Hicks, WCOS Columbia.

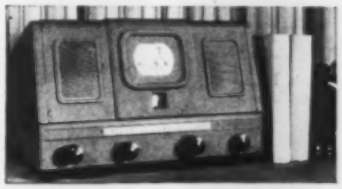
Speakers included Frank Silvernail, BBDO New York, who also had addressed the Florida meeting; John Willoughby, FCC acting chief engineer; Harold Fair, NAB, and T. Allen Brown, NAB.

Routine business rounded out the session of the meeting.

3" TV FOR $99.50

Direct-Viewing Set Demonstrated by Pilot; Will Be in Stores Next Month

TELEVISION'S first "personal" receiving set, offering direct-view reception on a three-inch tube and priced to retail at $99.50, has now had its debut. Pilot Radio Corp. spokesmen said it would be on sale in retail stores by the end of July.



Weighing less than 15 pounds, about the same as a portable radio, the "Candid T-V," as it is named can be carried easily from room to room or place to place, freeing television of the "fixed location" requirements of larger sets, Pilot officials said. They also pointed out that the simple inside doublet wire furnished with the set will give perfect reception in most locations, eliminating the need for a complicated outside antenna system.

The "Candid T-V" chassis contains 21 tubes, including the picture tube and three rectifiers, and covers the complete TV band from Channel 1 to 13. It is contained in a modern cabinet with a "Velva-Wrinkle" finish and has only four controls, for tuning, brilliance, contrast and volume. It was stated that all component parts except the viewing tube are standard radio units so that the set can be mass-produced. The tube is an RCA model 3KP4.

Dr. Werner Auerbacher, engineer-designer for Pilot, explained that in designing the "Candid T-V" he had tried to eliminate the two major faults with seven-inch video sets he had seen: that the pictures were too small and that their selectivity was not good enough. The first point is not a contradiction, he stated, as the proper size depends on the viewing distance, and where most people sit back and look at the seven-inch screens from too far away for that size of picture, the three-inch set will be treated as a book and viewed from close-up, with not more than two or three viewers at a time.

On the second point, Dr. Auerbacher said that the Pilot set has five IF stages, giving full band width and full definition, affording a picture as clear as that of the largest sets.

ACA FACES CONTEMPT CHARGES IN WFIL CASE

THE American Communications Assn. (CIO) and 15 members were ordered last week to show cause why they should not be held in contempt of court for allegedly violating an injunction restricting picketing at WFIL Philadelphia.

The union must file an answer by tomorrow (June 29). The station claimed the union violated a temporary injunction limiting the number of pickets and barring coercion, intimidation and other unlawful tactics. Meanwhile, in an NLRB election to determine whether the ACA or International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (AFL) represented the station's TV engineers, IATSE got seven votes while 35 others by ACA members were contested. The ACA was denied a place on the ballot because its national officers have failed to file non-Communist affidavits.

and makes the most of it

WBT averages an 8.0 Charlotte Hooperating from 9:00 to 10:00 a.m.*...57% better than the nearest competitor (one of network radio's top shows)! That's good in any league.

But on WBT—where the average of *all* daytime rated periods all week long is a 12.8 rating—beating the best the competition has to offer by only 57% isn't good enough. So we built a new 9:00-10:00 a.m. audience participation show for housewives. Called "What's Cookin'?" With guests, giveaways and gimmicks. Starring Kurt Webster, whose solo feat of reviving "Heartaches"† created a national sensation and sold more than 3,000,000 records.

And look what you have *now:* a nationally-known, locally-idolized personality...with a topnotch show...in a period where WBT *already* is head-and-shoulders above all competition. On 50,000-watt WBT, serving 3,500,000 people in 95 Carolina counties. So...if you're looking for a good time—and want to make the most of it—grab a share of "What's Cookin'?" before it's all gone.

*C. E. Hooper—Oct. 1947-Feb. 1948
†See TIME, March 10 and 24, 1947

JEFFERSON STANDARD **WBT** BROADCASTING COMPANY
CHARLOTTE, N. C. • 50,000 WATTS • Represented by RADIO SALES

Sold out from 12:30 A.M. to 5:30 A.M.

MUSIC...

SPORTS...

24 NEWS... hours a day

WINZ

FLORIDA'S

BIG

INDEPENDENT

940 kc

clear channel

FULL TIME

●

Primary Signal
covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables

●

Business Address:
WINZ BUILDING
304 LINCOLN RD.
MIAMI BEACH

Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH HOTEL

Jonas Weiland, *President*

FCC Probes

(*Continued from page 57*)

to Edward Lamb, whom he accuses of Communist association.

The House voted 174 to 50 to consider the measure and passed it by voice vote without a count after Rep. Sabath was over-ruled on his demand for "the yeas and nays." A motion to reconsider was tabled.

The decision to put the investigation into the hands of a select committee was regarded generally as a slap at Rep. Wolverton and his Commerce Committee, despite the New Jersey legislator's insistence, in floor debate, that "I do not consider that this resolution will diminish the jurisdiction of the Committee on Interstate & Foreign Commerce."

Rep. Wolverton, whose committee had voted to fight the resolution on grounds that it has jurisdiction over radio legislation [BROADCASTING, June 21], conceded that he would have been "pleased" if the Rules Committee had chosen to report out his own long-pending investigation resolution instead. But he said the Harness resolution was necessary unless his own was acted upon, "because it does provide the authority which the regular committee does not have."

He said he was "of the opinion that in the formation of a special committee —and maybe the wish is father of the thought—the Speaker will take into consideration the high caliber of the men on the Committee on Interstate & Foreign Commerce and recognize that fact in connection with whomever he will appoint to this committee."

He refused to be drawn into opposition to the Harness measure on jurisdictional grounds, although Rep. Rayburn and other opponents repeatedly raised the issue.

Says Not Aware

Rep. Harness told the House he was not aware that the Wolverton resolution or any other measure to investigate the FCC was pending.

Rep. Sabath, protesting the speed with which the Harness resolution was pushed through the Rules Committee, said the only testimony was a statement by Rep. Cox, and that "from the brief statement that was made . . . the country would be made to believe that the membership of the Commission was composed of Reds or with men affiliated with Communistic fronts."

Rep. Cox interjected that the members of FCC "are not all Reds, of course."

He referred to Rep. Hebert's protest of FCC's issuance of five grants to Mr. Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks: "Think of it—five licenses to one man in two weeks and he a man with Communist connections."

Rep. Sabath wondered whether Mr. Lamb's filing of the first portal-to-portal pay suit wasn't "the underlying reason for the attack being made against him." He said both FCC and FBI had investigated, and that "personally I feel there is no evidence that either of his operating stations has been or will be used by left-wingers or Communistic-front organizations because it is a known fact that he has been supporting Republican candidates for Congress in radio broadcasts in Ohio and, if I am not mistaken, in broadcasts in one of his stations in Pennsylvania."

Mr. Sabath said he was "confident that when the [loyalty] investigations have been completed, the record of personnel loyalty of the Commission will rank with the top governmental agencies."

Mr. Lamb, who is associated with WTOD Toledo and several grantee companies, meanwhile issued a statement saying he was "highly pleased" with the prospects that the grants to him would be investigated. He said the probe would give him his first opportunity to present his side and that Congress will be interested to learn the connection between the attacks made upon him, and his business competitors. He said an Eastern publicity firm is engaged solely in the job of "attempting to smear Lamb."

Lamb Rival

One of Mr. Lamb's rivals, the Mansfield (Ohio) *News-Journal*, also lauded news of the investigation, declaring: "The facts behind Lamb and his communistic writings, and his associations and affiliations with communist-connected groups and 'front' organizations was a big factor in bringing the situation to a head."

Rep. Rayburn, who reportedly was miffed when FCC refused last year to grant an application of his nephew, Robert Bartley, told the House that he is "not in love with this Commission," but that "I do not believe in persecuting anybody." He continued:

> I think it is a better Commission now than it was several months or a year or two ago. I think then we had on that Commission some men, not a majority of them, who were cowards and weaklings. I do not know what kind of a chairman Wayne Coy is going to make. I think he is a very good and a very able man. But whatever he is, he is a better man and a better chairman than the man he succeeded was capable of being.

Majority Leader Halleck, agreeing with Rep. Cox in his opposition to some of the tactics employed against the 1943-44 FCC investigation, maintained that the new probe "is something that needs to be done. . . . I take it that this resolution is not intended to go back into matters of that day but, rather, is to inquire into some of the things that are presently alleged to be going on."

Rep. Hébert protested at one point that Chairman Wolverton of the Interstate Commerce Committee had received a reply from FCC on his inquiry about the grants to Mr. Lamb but had not informed him of the FCC answer. Mr. Wolverton asserted that "the committee . . . has not closed the matter."

Upcoming

July 12-15: Democratic National Convention, Philadelphia.

July 20-21: Georgia Assn. of Broadcasters summer meeting, Henry Grady Hotel, Atlanta, Ga.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

Eight AFL Unions Discussing Merger

THE ASSOCIATED Actors and Artists of America concluded a week-long series of conferences in New York on Friday, aimed at physical merger of the eight AFL entertainment unions of which it is the parent.

George Heller, national executive secretary of AFRA, who is vice president of the 4-A's and a strong contender for the presidency of the parent body, said after Thursday's meeting in the Hotel Roosevelt that a draft of their merger plan soon will be presented for consideration of the 4-A affiliates. These are: AFRA (American Federation of Radio Artists), Actors Equity Assn., Chorus Equity Assn., Screen Actors Guild, American Guild of Musical Artists, American Guild of Variety Artists, Screen Extras Guild, and Hebrew Actors Union.

There are many factors supporting the proposed merger—which has been in the talking stage for some years — union spokesmen pointed out. Foremost among these are reduction in individual overhead and operating expenses through unified administration, the long-sought single membership card for members of all AFL talent unions, and the advantages of presenting a solidified labor front, deemed especially vital since passage of the Taft-Hartley Law.

The complex matter of television talent fees and working conditions also is understood to be playing a vital role in the current 4-A talks. The 4-A video committee, with Mr. Heller as chairman, has been working for some months on a video code for AFL talent unions.

Heller Asserts AFRA Choice in NLRB Vote

AFRA "unquestionably" got the nod as bargaining agent for radio actors in this month's NLRB national referendum, the union's national executive secretary, George Heller, declared last week.

Official results of the balloting will not be made public until July 1, however. Members of AFRA's New York, Los Angeles, Chicago, and San Francisco locals voted in the referendum, which was held under requirements of the Taft-Hartley Law.

PEGGY LEE

FRANK DEVOL

KING COLE TRIO

Names that are making music history are yours to sell sponsors

on **CAPITOL TRANSCRIPTIONS**

Not just band leaders, singers, musicians . . . but artists that are the talk of the musical world!

Peggy Lee made history with "Golden Earrings" and "Manana" Always in great demand, her popularity zoomed to SRO proportions. You've got her, on Capitol Transcriptions . . . along with special voice introductions by Peggy.

The King Cole Trio, tops in the country, are Cap-Trans artists. Nat Cole recently hit the jackpot with the amazing "Nature Boy" scoop. It makes Nat *NEWS.* And he makes good music.

Frank DeVol, radio and recording star, did the magnificent musical arrangement on "Nature Boy". His orchestra and delightful arrangements are on Cap-Trans.,with his vocal introductions.

These, *and many more like them,* help you build listeners and sell sponsors. The coupon below will bring you full recorded, printed and illustrated details.

Capitol Transcriptions
Sunset and Vine
Hollywood 28, California

FREE!

Please send me without cost...

1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name_____

Position_____ Station_____

Street and No._____

City and State_____

B-628

Hennock

(*Continued from page 25*)

mittee of the Senate Interstate and Foreign Commerce Committee.

"For several weeks," Sen. Ball declared, "the reports were that the nomination would never get out of committee. Then all of a sudden it was reported, with, I may say, somewhat suspicious haste. . . . I do not know the wisdom of the nomination one way or the other."

Sen. Ball told the Senate he had observed some "rather disturbing things" about the FCC and had heard additional disturbing reports since the nomination was given committee approval.

A report which he had heard from "a reliable authority" was to the effect that "certain interest groups, who are greatly interested in this nomination, have a direct pipe line to the Federal Communications Commission, which we would certainly not want to have occur." The report, Sen. Ball acknowledged, had not been investigated nor did he purport to know the measure of truth it contained.

"So far as I can determine," Sen. Ball explained, "Miss Hennock is a lawyer from New York, and I might point out that the late President Roosevelt never appointed a member of the FCC from New York City, for the simple reason that New York City is the center of the radio industry, and he wanted to avoid any possibility of the industry itself having too much influence on the Commission."

Sen. Owen Brewster (R-Me.), who headed the subcommittee which favorably reported the nomination, acknowledged that Miss Hennock had no experience in radio. He described the absence of experience as "most fortunate, because one who had been active in radio work, representing radio clients, would by that very fact come in under somewhat of a cloud."

Cites Record

It was pointed out by Senator Brewster that Miss Hennock had "a brilliant record at the bar. She is a member now, which is somewhat unusual for a woman, of the third largest law firm in New York city, one of the most highly respected and distinguished, one composed almost exclusively of Republicans."

Many quarters had offered testimonials to the character and competency of Miss Hennock, the Maine Senator said. He explained that "the committee took into consideration her breadth of experience and training and recognized abilities."

"Obviously only the future can tell how well she can fulfill these responsibilities," Sen. Brewster admitted. "I can say that we in our committee share the concern which the Senator from Minnesota has experienced concerning the functioning of the FCC. We think it needs new blood, and it was the consensus of those of us who became familiar with this matter through contact with many who were acquainted with her and through various representations, that she would be well qualified to fit into this position, and we believed her confirmation was warranted and wise."

Miss Hennock's stock began to rise in Congress after a surprise two and one half hour appearance before the Brewster subcommittee in the office of the Senate Sergeant-at-Arms, rather than in the regular committee room on the gallery floor. Confirmation hearings normally are held by committees at open sessions.

The full Senate Interstate and Foreign Commerce Committee, in another unheralded meeting June 14, favorably reported her nomination by an 8-0 vote. Sen. Capehart then voted "present," a move to reserve the right to oppose the nomination from the floor [BROADCASTING, June 21].

Sen. Capehart was conspicuous by his silence when the nomination was mentioned on the floor. This led observers to believe that head-strong majority leaders had been persuaded to alter their policy on at least this long-term appointment.

Miss Hennock, who is in her forties, had substantial Republican support along with the anticipated Democratic backing. Both New York Senators—Robert F. Wagner (D) and Irving M. Ives (R) were ready supporters of her candidacy.

Unique Position

An avid worker for both New York State and national Democratic slates, specializing in campaign activities, Miss Hennock presently holds the unique position of serving as a corporation attorney and partner in the Republican law firm of Choate, Mitchell & Ely of Broad Street in New York City. Friends regard her as a middle-of-the-road Democrat.

Washington observers advanced two major reasons for mitigation of Republican opposition to the nomination:

(1) Unfavorable action by the majority party in consideration of a woman for an important government post threatened serious repercussions during balloting by feminine voters in November.

(2) Republican criticism of the Truman Administration for failure to appoint women to important Federal office might backfire.

Confirmation of Miss Hennock leaves the political balance of the FCC undisturbed. The Commission will be divided with three Democrats—Chairman Coy, Vice-Chairman Walker and Miss Hennock; three Republicans—Comrs. Hyde, Jones and Sterling, and an independent, Comr. Webster. The next vacancy occurs June 30, 1949 when the term of Comr. Webster expires. A fourth Republican could be named at that time if the GOP wins the November elections.

LARGE INDEPENDENTS PLAN EXCHANGE UNIT

PLANS for setting up an active cooperative exchange between large city independent stations on matters of management, programs, sales, promotion, and any topics except legislation were announced last week in St. Louis.

A meeting of leading Midwest and Southern independent stations, to be held in St Louis at KSTL on July 7, has been called by a committee composed of Frank E. Pellegrin, president of KSTL; Patt McDonald, general manager, WHHM Memphis and Steve Cisler, vice president, WKYW Louisville and WXLW Indianapolis. Invitations were sent to a limited number of metropolitan independents.

By limiting the participating stations to non-network, large city operations only, it is believed that detailed attention can be given simultaneously to the group of stations with similar problems, the announcement stated. Among topics set for discussion are cooperative exchange programs, group purchasing of syndicated transcription shows and group market packaging.

Name of Assn. of Metropolitan Independents (AIM) is being used temporarily by the group, which plans no officers, dues, or formal organization. Invitations to attend the first meeting were sent to stations in Milwaukee, Kansas City, Dallas, Cleveland, Cincinnati, Tulsa, New Orleans, Houston, Birmingham, Atlanta, Des Moines, Los Angeles, San Francisco and Fort Wayne.

Seek Permit

PARTTIME outlet at Montclair, N. J., on 1300 kc with 40 w night and 50 w day is sought in application filed with FCC last week by Montclair Broadcasting Co. Firm is co-partnership of four students: Stuart Jay Malkin, C. Frederick Kellers, Ralph W. Walton Jr. and George J. Helmer 3d. Proposed outlet would broadcast 7-9 p.m. weekdays and longer periods Saturday and Sunday. Technical details were not given.

KFSA
delivers a market
that
can't be covered
from
Outside Ft. Smith!
FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.
Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.
FORT SMITH
222 MILES TO OKLAHOMA CITY
160 MILES TO JOPLIN
144 MILES TO TULSA
295 MILES TO MEMPHIS
273 MILES TO SHREVEPORT
160 MILES TO LITTLE ROCK
Fort Smith
Southwest American
FORT SMITH TIMES RECORD
Southwest Times Record
KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN Radio Sales, INC.

BROADCASTING
IT'S TOUGH
keeping up with you
PLEASE tell us 3 weeks in advance your new address. You'll be sure to receive BROADCASTING on time.

Stratovision

(Continued from page 27)

the moment, he said.

The next call was a beauty.

"Are you receiving television from the Westinghouse airplane station W10XWB?" Mrs. Birdie Jackson, 108 Tennessee Ave., Martinsburg, W. Va., was asked.

"Yes. It's very good. I am getting a wonderful signal. It's better than WMAR-TV." Martinsburg was 80 to 90 miles from the plane at the moment.

Other calls were being placed by Westinghouse and Martin officials at the same time. Their faces beamed as good reports began to come in from distant points:

Buffalo; Johnstown, Lewisburg and Carlisle in Central Pennsylvania; Cleveland and dozens of other Ohio towns; Olean, N. Y.; Zanesville itself, which had a virtual Stratovision holiday; Baltimore, where a party of 75 was viewing the WMAR-TV signal as rebroadcast from the B-29 cruising in a 10-mile circle over Mt. Pleasant, Pa., 20 miles southeast of Pittsburgh.

Pin-pointed on a map, the reception area was revealed at the expiration of the test as a circle with a general diameter of 400 miles.

An interested advertising agency, W. Earl Bothwell Adv. Agency, Pittsburgh, picked up the signal.

The Stratovision hosts appeared quite cozy as they opened a half-hour briefing session at 8:20 p.m., after dinner on the country club veranda. And no wonder! A sneak peek at two engineers at 7:55 p.m. had revealed a fair picture from the plane though it was flying over Pittsburgh at only 20,000 feet, 5,000 feet under the demonstration level and 10,000 feet under the normal Stratovision service level.

Edward T. Morris, assistant to the vice president of Westinghouse, opened the briefing period with a resume of Stratovision progress, recalling that it was "little more than a dream in 1945."

Dr. Hutcheson recalled another historic Westinghouse broadcast—the Harding-Cox election returns in November 1920. He termed Stratovision "a new form of communication of intelligence by sound and pictures," adding that it is technically possible to provide a large share of the U. S. population with television. He predicted Stratovision would cover an area with a radius of 250 miles instead of the predicted 200.

"Stratovision has been successful beyond our highest hopes," he said.

Ben Carroll, in charge of new development and project engineering for Martin, explained disadvantages of the B-29, only high-altitude craft available at the time the current series of tests was planned. Martin will modify the 202 passenger plane to carry an 8,000-pound load at 30,000 feet for four hours of stratovising.

Mr. Carroll gave Martin's answers to weather and reliability challenges that constantly are hurled at Stratovision developers. He said 100% standby facilities would be available, with four planes at one base. Two planes would be on the ground, he said, with two in the air. One of the two craft in flight would be doing a four-hour stretch as the other did a standby role.

"It is inconceivable that both planes will be forced down at the same time," he said, explaining how aeronautical engineers have progressed in conquering weather.

Describes Problems

He described plane characteristics and special problems of serving as carriers for Stratovision gear.

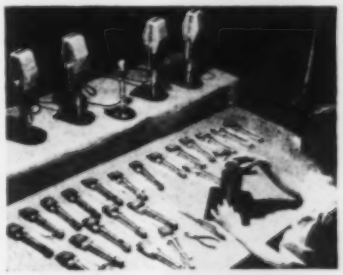
M. M. Gouger, Martin vice president in charge of personnel and public relations, and M. W. Smith, Westinghouse vice president in charge of engineering, briefly detailed the steps taken in solving other phases of Stratovision's development.

The formal debut of Stratovision at 8:50 p.m. presented a fair but obviously encouraging signal. On the screen was the familiar physiognomy of Bryson Rash, WMAL Washington, ABC's Presidential announcer. He was speaking from the GOP convention in Philadelphia. The signal came from WMAR-TV.

The big moment had arrived. History was being made, just as the Westinghouse-Martin engineers had promised. There in easy view was the fabulous electronic innovation that had been promised, but it all looked so simple—nothing but another television picture.

The hovering citizenry of Zanesville, watching the biggest show that has hit the town in ages, sensed the impact of the moment as they gate-crashed to see the picture.

Even in the twilight of the Zanesville veranda the signal was bright, though marked by herringbone and some venetian blind interference. This varied in marked degree depending on the receiver, and some of the trouble was thought to be due to inter-receiver interference.



BANTAM-SIZE microphones, developed by the RCA Engineering Products Dept., receive final adjustment before delivery to NBC for use in Philadelphia's Convention Hall. New minature velocity mikes (RCA Type KB-2C), so small they do not hide the faces of speakers using them, afford exceptional sensitivity. In the background are four conventional RCA 44-BX microphones and a finished model of the new KB-2C. NBC is using the bantams during both political conventions in the historic hall.

The DuMont network *Meet the Press* program came through with about the same quality. At 9:55 the visual signal went off for a minute or so pending plane adjustments, returning to the air with slightly better quality.

The big event of the evening—stratovising of the Louis-Walcott fight—was spoiled by postponement of the match, an eventuality members of the party had anticipated when they left New York in a mid-afternoon downpour.

Fight or no fight, the debut of Stratovision was a success. Thursday morning as the party inspected the B-29 gear at a Columbus (O.) airport, consensus was that Stratovision had been technically proved.

How about the economics, Will Westinghouse and Martin now try to outstrip coaxial cable and radio relay in the race to network television and serve the rest of the nation? Will several video-sound and several more FM programs some day be broadcast to 80% of the population via 12 planes droning at 30,000 feet? Will someone else undertake the communications job, with Westinghouse and Martin supplying the planes and gear?

The answers aren't available simply because nobody knows them—not even Westinghouse and Martin people.

Whiteman in Accident

PAUL WHITEMAN, ABC music director and vice president, sustained superficial injuries June 23 when his car collided with a telephone pole near Blackwood, N. J. Mr. Whiteman was en route to Philadelphia, where his orchestra is appearing.

WSCR Scranton, Pa., has received certificate from Veterans Administration in recognition of outstanding service to U. S. war veterans through radio. Certificate was presented on "Veterans News Review," weekly program over WSCR.

REPRESENTED: Nationally by Adam J. Young, Inc.

In the Detroit Market...

Put Your Radio Dollars WHERE THEY'LL PAY OFF BEST!

THE LOWEST RATE of ANY MAJOR STATION in the AREA *Reduces Your Cost of Selling!*

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & Co.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

IN THE Unique SPOKANE MARKET

Where Roads Are Good and Merchants Know up to 70% of their Sales will come from the Rural Areas within the 150-Mile Circle

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

TV Pickup

(Continued from page 28)

and J. Nelson, E. Covacs and Richard Stricklin, officers and employe of the defendant companies, prohibiting them from picking up the fight for patrons of an advertised "Victory Dance and Television" to be held in the ballroom. The fight pickup by large screen television was prominently featured in the newspaper advertising and the affair was postponed from Wednesday evening along with the fight.

In Boston, the restraining order was issued against the Massachusetts Charitable Mechanics Assn., owner of Mechanics Hall, and Jacob Ford, doing business as the Ford Theatre Agency, which had scheduled a vaudeville program, culminating with the fight reproduction in the hall, with an admission charge to be made. The court denied the defendant's motion to quash the restraining order.

Papers of the plaintiffs in the New York and Philadelphia cases stated that Paramount Pictures Inc., in return for a "substantial payment," had been given exclusive rights for theater reproduction of the fight in the New York area, and that Twentieth Century Fox Film Corp., on the same basis, had similar rights for its theatre in Philadelphia. These deals were not publicized more than half an hour in advance of the fight, in accordance with the terms of the contracts between the theatre owners and fight promoters and broadcasters, nor were the TV and AM broadcasts advertised.

Robert P. Myers, assistant general counsel of NBC, hailed the unanimous action of three courts in four cases in upholding the rights of the program owners and broadcasters to prevent pickups in admission-charging places without permission as an important precedent in the new field of video broadcasting. He said that it followed the same line of legal logic that had been established in a number of cases in the sound broadcasting field.

Probably the closest parallel to the present situation occurred when Mutual and Gillette were given an injunction preventing Muzak from picking up the MBS-Gillette broadcasts of a World's Series and reproducing them in restaurants and other public places subscribing to Muzak's wired-radio service, Mr. Myers said.

Portland Hooper

FIGURES in the C. E. Hooper pocket piece program report for June 15 did not include interviewing in Portland, Ore., owing to the disruption of some program schedules during flood there, the research company announced last week. Hooper city reports subscribers were notified that "make-up" interviewing in the flood area was scheduled.

STATION SALES

Four Applications Get Approval

SALE of WBHB Fitzgerald, Ga., a change in control of KCOL Fort Collins, Col., and sales of minority interests in KYNO Fresno and KSON and KWFM (FM) San Diego were approved by FCC last Wednesday. The sales prices totaled $84,004.

★

The Commission meanwhile refused to permit an amendment reflecting a local group's acquisition of about 6% interest in KFBI Inc., which is seeking consent to its purchase of KFBI Wichita. Refusal was on grounds that the amendment was submitted after expiration of the time limit under the Avco open-bidding rule governing station sales.

KFBI Inc., seeking the station at a $350,000 sales price, is principally owned by R. J. Laubengayer, president and part owner of KSAL Salina, Kans.; John P. Harris, part owner of KSAL; Clem Randau, former vice president of the Marshall Field radio and newspaper interests and of UP; Howard Lane, Marshall Field director of radio, and Horace L. Lohnes, Washington radio attorney. The amendment which FCC rejected would add six new Wichita stockholders. A competing bid for acquisition of KFBI, filed by John R. Griffith and Evart Mills, attorney, also is pending before FCC.

All Established Recently

The four stations which won approval of stock transfers were all established within the past two to three years.

WBHB, 250-w Mutual affiliate on 1240 kc, was sold by J. Paul Stone and General Manager R. M. Ware Jr. to Bonn Hill Broadcasting Corp., principally owned by Arthur Carpenter Jr., part owner of a milling company at Eatonton, Ga. Sales price: $42,000. Mr. Carpenter, president and treasurer of Bonn Hill, owns 76.2% while Thomas R. Hansen, engineer-announcer of WWGS Tifton, Ga., and Herbert Wolin, WWGS program director, own 11.9% each. Mr. Wolin will be general manager.

In the KCOL transfer, J. Herbert Hollister, 20% owner, acquires control by purchase of Wilbur Rocchio's 38% interest for $26,800. There is no change in the interests of the two other stockholders: President and General Manager Douglas D. Kahle (21%) and Secretary-Treasurer and Program and Promotion Manager J. L. Hitchcock (21%). KCOL, an independent, is on 1400 kc with 250 w.

C. Frederic Rabell, general manager of KSON, acquires 12.55% for $11,500, with option to buy 2% more. The present owners, U. S. Commissioner of Education John W. Studebaker, and his son, John Gordon Studebaker, retain 68.89 and 18.56% respectively. The transaction includes the FM station as well as KSON, a 250-w independent on 1240 kc.

The KYNO ownership is extended from three to four partners, with Chief Engineer Bert Williamson acquiring a 10% interest for $3,704. Under the realignment the existing owners, Robert Schuler, Sheldon Anderson, and Lester Eugene Chenault, will have 60, 15 and 15% respectively. KYNO is a Mutual affiliate operating with 1 kw on 1300 kc.

New Regional Network Has Five Texas Stations

THE DIXIE NETWORK, a five-station chain granted a charter June 22 by the Texas State Charter Commission, was scheduled to present its first program Sunday, June 27.

Comprising the network, which will headquarter in Houston, Tex., are KATL Houston, KREL Baytown, KRIC Beaumont, KOLE Port Arthur and KOGT Orange. President is Phil Dusenberry, KRIC manager. Other officers are Virgil Evans, KREL manager, vice president, and King Robinson, KATL vice president and general manager, secretary-treasurer.

Nosed Out

CLEVELAND radio survey taken June 21 placed GOP Convention in second listening place against Indian-Yankee night game broadcast by WJW Cleveland. Radio poll, as taken by *Cleveland Plain Dealer*, showed baseball radio audience won by five to one.

KELLOGG NOT 'COOL' TO RADIO — OLMSTEAD

CANCELLATION of the Kellogg Co.'s entire radio budget, effective July 23, does not mean the Battle Creek, Mich., cereal firm is cool toward radio, Ralph P. Olmstead, advertising manager, told BROADCASTING Wednesday.

"We have dropped radio because it was necessary to shift funds to meet a particular situation," Mr. Olmstead said, adding that the picture may change in 1949 as present plans carry only through the current calendar year.

Asked to elaborate on the "particular situation," he said a campaign in "newspapers and other media" to promote sales of the Kellogg Variety Package and All-Bran products soon will be launched. He said the announcement [BROADCASTING, June 21] that *Breakfast in Hollywood* and the *Galen Drake* contracts would not be renewed July 23, when they expire on ABC, was timed to permit a one-month period of preparation for the new campaign.

The Kellogg agency is Kenyon & Eckhardt, New York.

KFI-TV Tests

KFI-TV Los Angeles sneaked in its test pattern last week approximately three weeks ahead of schedule. This was forerunner of continuing test patterns which are expected to start this week for three or four hours daily. First test lasted only 15 minutes, but regularly scheduled patterns are intended to aid set dealers adjust sets for their customers on the KFI-TV channel.

FM GRANTS

Five Commercial CP's Issued by FCC

CONSTRUCTION PERMITS for five commercial FM applicants were announced by FCC Thursday, while five others received permits in lieu of previous conditions and two were given replacements for expired permits.

The new permittees are Chronicle Publishing Co.'s WMRI Marion, Ind., Northern Allegheny Broadcasting Co.'s WNAE-FM Warren, Pa., and Republican Rep. Alvin E. O'Konski's WLIN Merrill, Wis., all of which already had conditional grants, and Red Wing Broadcasting Co., Minneapolis, and Mullins & Marion Broadcasting Co., Mullin, S. C.

Meanwhile a second New York FM case loomed with FCC's action setting for hearing five applications for the four New York area channels which were in reserved status at the time of the highly controversial first proceeding.

The new case, however, seemed unlikely to approach the fireworks of the first, when 17 applicants were battling over five channels. Two of the present applicants were in the first proceeding: WEVD and the Radio Corp. of the Board of Missions and Church Extension of the Methodist Church. Others are WINS and WHOM, and the Brooklyn Dodgers (Ebbetts-McKeever Exhibition Co.).

Along with the permits for new commercial stations FCC granted the U. of Minnesota's application for a non-commercial educational FM outlet on Channel 219 (91.7 mc) with 4.4 kw power and antenna height 210 feet above average terrain. Construction cost was estimated at $22,669.

KDYL Salt Lake City received a construction permit to replace its expired grant for Channel 254, and KVSO Ardmore, Okla. was given a similar replacement for its grant for No. 229. Both replacements were conditioned on completion of construction by Sept. 1.

Southeastern Broadcasting Co., Sylacauga, Ala., was given authority for interim operation on Channel 270 for 90 days. McPherson Broadcasting Co., McPherson, Kans., was given a six-month extension of time in which to file an application showing new transmitter site, on condition it commence interim operation within that period.

Red Wing, new Minneapolis permittee, is headed by Fred C. Clarke, stockholder and chief engineer of KROC and KROC-FM Rochester, who has 15% of common stock and 5.8% of preferred. Other stockholders: L. C. Miller, businessman, 24% of common and 5.8% preferred; Maxine Jacobs, formerly with KROC and slated for managership of the Minneapolis station, 35% of common and 5.8% preferred; Glenn S. Withers, principal owner of the *Rochester Post-Bulletin*, 26% of common and 82.6% of preferred. The grant is for a Class A station on Channel 224 (92.7 mc) with 380 w and 390-foot antenna height. Estimated cost: $8,663.

Mullins & Marion Principals

Mullins & Marion Broadcasting, permittee for Mullin, is owned in equal shares by W. H. Daniel Jr., in the tobacco business; W. L. Harrelson, attorney, and W. G. Smyth, bookkeeper. The station, a Class A outlet expected to cost $44,200, will use Channel 240 (95.9 mc) with 600 w and 240-foot antenna height.

Other new permittees and their assignments:

WMRI Marion, Ind., Class B on Channel 295 (106.9 mc) with 4.2 kw, and antenna height of 345 feet; WNAE-FM Warren, Pa., Class A on Channel 221 (92.1 mc) with 520 w and antenna height minus 370 feet, and WLIN Merrill, Wis., Class B on Channel 264 (100.7 mc) with 21 kw and 210-foot antenna height.

The following received construction permits in lieu of previous conditions:

WFTW-FM Fort Wayne, Ind.—Class B; Channel 279 (103.7 mc); 3.4 kw; 330 feet.
WRWR Albany, N. Y.—Class B; No. 238 (95.5 mc); 9 kw; 315 feet.
WWOL-FM Buffalo, N. Y.—Class B; No. 281 (104.1 mc); 13 kw; 255 feet.
KDKA-FM Pittsburgh—Class B; No. 225 (92.9 mc); 9 kw; 670 feet.
WJAS-FM Pittsburgh—Class B; No. 259 (99.7 mc); 24 kw; 470 feet.

'Voice' Report

THE SENATE granted permission to its Committee on Expenditures in the Executive Departments June 21 to make a report on its investigations and findings to the Senate during recess. This committee teamed up with the Senate Foreign Affairs Committee recently in conducting investigations of allegedly "slanderous" scripts about the various states of the nation in State Department "Voice of America" programs broadcast on shortwave to Latin America by NBC.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ANOTHER WHAM.. Plus

ROCHESTER RADIO CITY

THE NEW MILLION DOLLAR HOME OF WHAM-WHFM ... symbolizes WHAM leadership to listeners in Western New York.

WHAM is the station for TOP listening and also the place to visit in Rochester. 5,000 people each week witness 13 locally originated programs at Rochester Radio City. More than 35,000 people took guided tours during the first two weeks the building was open.

WHAM gives you Rochester, Monroe County PLUS 43 rich and prosperous Western New York counties . . . over 900,000 radio homes.

For coverage . . . for listener loyalty . . . for prestige . . . WHAM TOPS THEM ALL

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

KOA FM

PIONEERING IN KANSAS CITY
SINCE 1942
—
NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

AM-FM Coverage

(Continued from page 23)

than 40 radio and television reporters who worked the Philadelphia beats. The new system, based on the news desk idea, made all information gathered by each commentator instantly available for the full staff. Previously, reporters and commentators gathered news primarily for airing their own programs. Actually, operation of the system was simple—requiring the phoning of all items to one of the two main news desks in Convention Hall and the Bellevue-Stratford.

ABC strategy included much explanatory material on the whys and wherefores of procedure before the convention, on the theory that the public was not apt to know the significance of steps in the quadrennial meeting.

CBS, with its big names headed by Edward R. Murrow and Lowell Thomas, plowed around town in its new torpedo-shaped, plexiglass-top mobile unit and disgorged reporters in streets and Convention Hall with the 12-pound walkie-talkie developed by John Denham Gilbert, the CBS supervisor of FM and shortwave. The walkie-talkie is said to be the first of its weight of broadcast quality.

Thus each of the networks came armed with a weapon or an idea to give them an advantage.

Many stations duplicated their AM programs on FM stations. The Continental FM network made available the entire proceedings piped with the aid of WPEN Philadelphia. Twenty-five stations of the group took the entire proceedings, including commentary by Joe McCaffrey, Paul R. Green and John Corcoran. About 15 other stations came in for partial pick-ups (see separate story page 67).

TEST FLIGHT for CBS' new shortwave and audio mobile unit was at the GOP Convention. That's Margaret Arlen, WCBS New York women's commentator, in the turret. The streamline studio has facilities equal to those in a modern broadcasting studio, plus shortwave transmitting equipment for relaying programs to the nearest wire point.

Engineering preparations for the coverage ranged from the work of NBC, which claimed to have marshalled the greatest technical setup for the coverage of a single event, to the relatively simple plan of MBS. MBS, without having television to worry about cut the Gordian knot that tied up the engineering problem by using as far as possible the facilities and men of its local affiliate, WIP. MBS executives said the system worked smoothly. NBC on the other hand, moved in no less than 15 tons of equipment and made use of the master control board of the local KYW as the over-all control point for Philadelphia operations.

And while the engineering aspects of the convention coverage were largely anonymous undertakings, it can be said credit lines for the technical men might well be written in boldface type. The engineers, however, did not regard the setup as ideal. They hoped for improvements in future Conventions, but changes for the Democratic Convention will be minor.

George McElrath, director of engineering operations of NBC, who was in charge of the pooled mike system which linked together the rostrum and 48 floor mikes, said he would prefer to see the band and other accessory mikes linked into the pool, too. He acknowledged, however, that the engineering side of the coverage worked smoother than that of any of the nine Conventions he has worked since 1932.

All equipment, except readily moveable gear, will be left intact for the Democratic gathering in July. With the Republican hurdle cleared, broadcasters were looking forward to the job of cleaning that one up—then going on vacation.

FCC AUTHORIZES NEW OUTLET IN TENNESSEE

REGIONAL OPERATIONS for WIL St. Louis, a new daytime regional for Clarksville, Tenn., and a power boost for KGHF Pueblo, Col., were authorized by FCC in grants announced last Thursday.

The new-station grant went to Leaf Chronicle Co., publisher of Clarksville's daily *Leaf-Chronicle*, for daytime use of 950 kc with 1 kw power.

WIL, now on 1230 kc with 250 w, was authorized to move to 1430 kc and increase power to 5 kw full-time, using a directional antenna. The grant came after the application, formerly set for hearing, was amended to show changes in the proposed nighttime directional pattern.

KGHF won authority to boost power on 1350 kc from its present 1 kw day and 500 w night, to 5 kw day and 1 kw night.

The *Leaf-Chronicle*, grantee for Clarksville's second station, is controlled (50.10%) by M. S. Foster, part owner of the *Nashville Record*, a law publication. The remaining stock is held (24.95% each) by James E. Charlet, who will be general manager, and E. P. Charlet, who is associated with WNYS (FM) Nashville. Construction costs for the new station were estimated at $9,650.

Gen. Harrison Replaces Behn as IT&T President

GEN. WILLIAM H. HARRISON (U. S. A. Ret.), AT&T vice president in charge of operations and engineering, has been elected president of International Telephone and Telegraph Co., effective Sept. 1.

Gen. Harrison was named to succeed Col. Sosthenes Behn at a special IT&T directors meeting in New York June 24. Col. Behn continues as chairman and chief executive officer of IT&T. Gen. Harrison is to retain his AT&T vice presidency until he assumes his new post in the fall.

Gen. Harrison joined AT&T in 1909, and resigned in 1943 to enter the Army. He rejoined the firm in 1945 and was elected a vice president.

and now the needed

WCOG

1000 WATTS—FULL TIME ABC AFFILIATE
REPRESENTATIVE: AVERY-KNODEL

geared to reach the

GREENSBORO
NORTH CAROLINA
MARKET

A Notable Addition to the
INTRA-CITY GROUP

WAYS Charlotte, N. C.
WKIX Columbia, S. C.
WCOG Greensboro, N. C.

Intra-City Advertising Company

5000 WATTS DAY AND NIGHT
WRGA
WRGA-FM
Covers
Northwest Georgia and Northeast Alabama
HAPPY QUARLES GENERAL MANAGER
MUTUAL BROADCASTING SYSTEM
Represented by
THE WALKER COMPANY
ROME, GEORGIA

BMI Canada Ltd. Airs Problems in Ottawa

ELECTION of officers for, and plan for merchandising songs published by, BMI Canada Ltd. occupied the three-day session of directors of BMI and its Canadian counterpart held in Ottawa June 12-14. Annual financial reports and other business problems also were discussed.

Elections for BMI Canada returned the same board of directors and officers. They are: Carl Haverlin, as president; Harry Sedgwick, CFRB Toronto, and Donald Manson, CBC Ottawa, as vice presidents; and directors: E. L. Bushnell and Marcel Ouimet, CBC; Phil Lalonde, CKAC Montreal, and Jack Slatter, Radio Representatives, Toronto.

BMI Canada Ltd. made a presentation of old manuscripts to the Canadian government archives. In addition to the first Canadian joint meeting of the two boards, each company also held its own directors' meeting. Another joint meeting is planned for later this year.

Eleven persons from the U. S. attended the sessions.

Brush of WHBC-WPAY Dies at GOP Convention

LOUIS H. BRUSH, 76, board chairman of Brush-Moore Newspapers Inc., which operates WHBC WHBC-FM Canton and WPAY WPAY-FM Portsmouth, Ohio, died in Philadelphia June 24 of a cerebral hemorrhage. He was attending the GOP Convention with Roy D. Moore, president of the newspaper-radio firm, and William A. Vodrey, secretary-treasurer and a delegate from Ohio.

Mr. Brush was stricken with a heart attack June 23 and died the following morning shortly after the arrival in Philadelphia of his wife, Mrs. Maud Brush, and a grandson, Thomas Stewart Brush.

KNBC San Francisco has secured peak of San Bruno mountain, south of San Francisco, for permanent site of its FM transmitter. Construction of transmitter building and tower will begin as soon as road to the peak is made available.

WNDR

BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg.
Al Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.

CONTINENTAL COVERS CONVENTION

FM Network Services 35 Stations, FM and AM; Uses 16-Hour Daily Schedule

GOP CONVENTION coverage last week by the Continental FM Network was serviced to upwards of 35 stations, both FM and AM, largely through the cooperation of allied stations, newspapers and a radio press service, all of whom made available to Continental portions of their respective staffs.

Contributing personnel or staff assistance were the *Baltimore Sun* and *Providence Journal*, WFMZ Allentown, Pa., WDHN New Brunswick, N. J. and WPJB Providence, FM stations, and Trans-Radio Press.

Continental's service hours on the network line (for wire-connected outlets) ran through a 16-hour period, beginning at 10:30 a.m. and ending at 2:30 a.m. the following morning. The network aired daily periodic newscasts (at 10:45 a.m., 5:45 p.m. and 11:30 p.m.) and a special roundup analysis each convention night by Maj. Hamilton Owens, editor-in-chief of Baltimore Sunpapers, 6:15-30. Program was fed to WMAR-FM Baltimore and WASH(FM) Washington. Latter program was designed primarily for Maryland listeners.

The FM network coverage was piped from Convention Hall through WPEN Philadelphia, from whence it was carried toward opposite legs of the chain. Continental utilized the 15 kc line to shunt its programs northward to Alpine, N. J. and an 8 kc circuit carried the signal from Philadelphia, through Baltimore to Washington on the Southern leg. Heretofore, a 5 kc line primarily had been used but reports indicate stronger line effected clearer reception and higher fidelity at stations carrying convention broadcasts. Continental also used the 8 kc line to fan out signal from its Alpine relay center.

The 5 kc line was pressed into use, however between WHLD-FM Niagara Falls and WWHG (FM) and between the Niagara Falls AM and Hornell FM stations.

Cursory run-down of types of service used by Continental shows 19 of its FM stations received coverage by radio relay, 11 of them from the Alpine point at W2XMN.

List of FM and AM stations participating with Continental:

FM stations — WASH Washington; WMAR-FM Baltimore; WAMS-FM Wilmington, Del.; WPEN-FM Philadelphia; W2XMN Alpine, N. J.; WKRT-FM Cortland, N. Y.; WWHG Hornell, N. Y.; WHLD-FM Niagara Falls, N. Y.; WKNP Corning, N. Y.; WOPT-FM Oswego N. Y.; WFMZ Allentown, Pa.; WEEX Easton, Pa.; WIZZ Wilkes-Barre, Pa.; WBCA Schenectady, N. Y.; WJLK Asbury Park, N. J.; WDHN New Brunswick, N. J.; WKNB New Britain, Conn.; WBIB New Haven Conn.; WFAS White Plains, N. Y.; WLAD Danbury, Conn.; WNYC-FM New York; WWDC-FM Washington; WFMD-FM Frederick, Md.; WINC-FM Winchester, Va.; WACE-FM Springfield, Mass.; WXHR Boston; WPJB Providence, R. I.

AM stations — WAMS Wilmington, Del.; WPEN Philadelphia; WKRT Cortland, N. Y.; WHLD Niagara Falls, N. Y.; WNYC New York; WLTR Bloomsburg, Pa.; WPWA Chester, Pa.; WKNB New Britain, Conn.; WBCC Bethesda, Md.; WANN Annapolis, Md.; WCHA Chambersburg Pa.; WWDC Washington.

Close of Purchase Deal For KCSB Reported Near

SALE of KCSB San Bernardino, Calif., to Sam Kerner and John Rider, subject to FCC approval, appeared likely last week. Although Woodrow Miller, station owner, did not disclose sales tag, it is understood to be approximately $30,000.

Mr. Kerner is already owner of KWIK Burbank, Calif., and Mr. Rider resigned as manager of KAGH Pasadena to join forces with former. KCSB is currently operating on 1350 kc with 500 w daytime and plan is to apply for 1 kw.

Nine Grants for FM Are Deleted by FCC

CONDITIONAL GRANTS of two FM stations were deleted by FCC last week "for failure of prosecution," while seven others were deleted with no reasons assigned.

One of the deletions opened up a Class B channel availability for Chicago.

Balboa Radio Corp., San Diego, meanwhile received authority for deletion of its grant for 5 kw daytime on 740 kc (KLIK) and its FM construction permit for Channel 223 (KLIK-FM), and indicated it would withdraw its television application. Apparently, however, the firm intends to prosecute its application for 250 w on 1450 kc.

The Commission ruled that withdrawal of Balboa's television application must be handled by formal petition to dismiss, since it already has been set for hearing with seven others in the fight over San Diego's three available channels. Balboa is headed by Emil Klicka, president of the San Diego Harbor Commission.

FM conditional grants dismissed "for failure of prosecution" were those of Elmer A. Benson, St. Paul, Minn. (Channel 262), and Springtime City Broadcasting Co., Clearwater, Fla. (No. 261).

The seven grants deleted without explanation—but presumably at the request of the grantees, according to FCC spokesmen—were as follows:

WGES-FM Chicago, Channel 229, A. & M. College of Texas, KAMT College Station, No. 252; Tribune Publishing Co., KTRX Pratt, Kans., No. 261; WBRK-FM Pittsfield, Mass., No. 268; Hudson Broadcasting System, WHBJ Mount Vernon, N. Y., No. 294; Radio Projects Inc., WRPA Syracuse, N. Y., No. 297; WSWN-FM Belle Glade, Fla., No. 221.

ALL THE SIGNS POINT TO

KFDM

ORANGE
BEAUMONT
PORT ARTHUR
One Big Market

A well balanced, permanent market with bustling diversified industries. Dairying, shipping, lumber, building, rice, petroleum, synthetic rubber, tung nuts, muskrat industry and numerous other activities make this AN IMPORTANT GULF COAST MARKET!

BEAUMONT
TEXAS
KFDM
560 KC.
1000 WATTS

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Affiliated with
National Broadcasting Co.
LONE STAR CHAIN

KRGV

1290 KC
1000 WATTS

CELEBRATING
our
21st ANNIVERSARY

In the land that has become the Golden Garden of America . . . land that earns an average gross of $1,000 per acre when planted in citrus . . . netting $700.00 per acre. This is the magic of MAGIC VALLEY — a fruitful land.

KRGV IS REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales* INC.

TV's Coverage

(Continued from page 23)

duced itself to a routine after the first day.

Back of the operations were many months of work by the general committee for pooled television coverage of major political conventions. Through its work, when the opening gavel fell, four television cameras, each fitted with a turret of four lenses, permitting 16 different angles of coverage, were installed in Convention Hall, while a fifth was outside the building operated by ABC.

Two cameras to the left of the speakers' rostrum were manned by NBC and DuMont Television Network; a single camera to the right was manned by CBS and a fourth was above the TV announcer's booth near the left proscenium of the Convention Hall's stage.

Images from the four inside cameras and the one outside were carried to a master control room where a producer-director had the views of the five cameras before him on five monitors and could select the picture best depicting the action taking place inside and outside Convention Hall. Operation of the master control room was on a daily alternating basis, with personnel from ABC, CBS, DuMont and NBC in charge alternately.

Pool Participants

Participating in the pool were:

Baltimore — WBAL-TV, Hearst Radio Inc.; WMAR-TV, *Baltimore Sun.*

Boston—WBZ-TV Westinghouse Radio Stations Inc.; WNAC-TV, Yankee Network.

Newark—WATV Bremer Broadcasting Corp.

New York City—WABD, Du Mont Television Network; WCBS-TV, CBS; WNBT, NBC; WPIX, *New York Daily News.*

Philadelphia—WCAU-TV, *Philadelphia Bulletin;* WFIL-TV, *Philadelphia Inquirer;* WPTZ, Philco Corp.

Richmond—WTVR, Havens & Martin.

Schenectady — WRGB, General Electric Co.

Washington—WMAL-TV, *Evening Star;* WNBW, NBC; WTTG, DuMont Television Network.

The cost to these stations for the entire job of handling both conventions will be somewhere in the neighborhood of $300,000, according to Will Baltin, secretary of the General Television Committee.

The feeds to these stations from the pool were transmitted over AT&T lines south to Baltimore, Washington and Richmond and north to Newark and New York. Microwave relay of AT&T carried the images from New York to Boston while the GE relay transmitted the pictures to Schenectady and the DuMont relay carried them to New Haven. TV stations beyond reach of coaxial cables and radio relays budget television films of the Convention which were flown to them for quick presentation. NBC also used the Philco micro-wave relay to New York.

This was the set-up when every television station set to carry the pool was ready to go on the air Monday, June 21. But the gathering was almost half an hour late getting started. This caused some energetic extemporizing by commentators who had a half-hour fill-in during this time. Quincy Howe, for example, CBS commentator, was one of the unlucky commentators caught out on the television limb. While TV cameras chased down images around the hall he had the job of supplying the commentary. After the Convention started, of course, the pooled voice took over the sound.

'Like Caption Writing'

"That job of filling in," he said, "was very much like caption writing. Taking that point of view I had little trouble supplying the commentary." Mr. Howe, like many other nationally known radio names, had little TV experience prior to the Convention.

When the Convention got under way, several minor accidents occurred—with the opening day's shakedown in the hands of ABC people. The giant floodlights beamed on the crowded floor shot directly into the monitor booth, killing the images. This was quickly remedied by drawing a screen across the plate glass window looking out on the hall.

A few minutes later a monitor blew out with a bang, like an electric iron blowing a fuse. Three minutes later a substitute monitor was in its place, and viewers never knew there was a mishap. All during the first day, however, there were reports of trouble on the AT&T lines. These mechanical difficulties were pretty well straightened out after the first day and operations were regarded as having reached routine.

There then followed a series of television programs which showed the flexibility of TV, despite its cumbersome equipment. Studios were set up by the networks not only in Convention Hall but in the Bellevue-Stratford Hotel, hub of Convention activity, while pick-ups were made from various Philadelphia hotels and even one from the sacrosanct Union League.

On these programs, the networks had the best known names of radio newscasting to draw upon. A sample of some of the names served up to the television audience indicates what kind of fare the tele-audience heard: For NBC—assigned exclusively to TV were Ben Grauer, Bob Stanton and John Batchelder, with John Cameron Swayze, Alex Dreier and Nancy Osgood also appearing frequently.

For DuMont—Fulton Lewis, Mrs. Raymond Clapper, Ernest Lindley, Raymond Moley, Kenneth Crawford.

For CBS—Edward R. Murrow, Lowell Thomas, Eric Sevareid, Quincy Howe, John Daly and Joseph C. Harsch.

For ABC—Elmer Davis, Harrison Wood, Baukhage, Martin Agronsky.

These lists are by no means complete, but indicate that the television public were given a super all-star coverage—biggest news boost in the medium's history.

Every TV network, WPIX New York and Philadelphia's local stations, WFIL-TV, WCAU-TV and WPTZ, all had other pickups to add to their day's programming, all of which served to bring almost everyone who was anybody, from captain of bellhops to the ultimate Presidential candidate, to the television camera.

Pool Success

It was generally agreed that the pool functioned well.

F. A. Wanke, assistant director of television engineering operation for NBC, called the cooperative arrangement the first real pool in television's history. He pointed out that in previous so-called pools the pool had been in the distribution of a program and not in the making of it. The Convention had the networks participating in the production and in the use of equipment

for the first time, he said.

"It is amazing that it went off as well as it did," he said, "considering the fact that all the equipment was by no means standardized or readily interchangeable."

Mr. Wanke, however, much as he praised the operation of the pool, said he preferred to see individual operation of facilities rather than a pooled setup, if that were possible. Under the circumstances, he acknowledged, the pool was a good alternative.

Paul Wittlig, manager of technical operations for WCBS-TV, said there were many lessons to be learned from the pooled operation. Biggest lesson, however, he believed, was the need for more time in making preliminary preparations, he felt that routine installations like air conditioning, communications and the like should be completed before moving in the television equipment. He also felt more work space and large control room facilities would be desirable, if it were possible to obtain them.

It can be said, however, that despite some changes that telecasters would like to see made, the present facilities worked and will be little changed for the Democratic Convention next month.

TV and Electrical Show Set for Chicago in Sept.

DAILY TELECASTS will be produced and shown in a special video theatre at the National Television and Electrical Living Show of the Electric Assn. in Chicago's Coliseum Sept. 18 through 26. Directors of the association, meeting last week with representatives of WBKB, WGN-TV, and ABC and NBC in Chicago, laid plans for a variety of shows.

Live programs will be produced in the video theatre, which seats more than 3,500 persons. Stations will present established programs as well as new special features. In another hall of the Coliseum, where 500 can be seated, life-size reproductions of live shows from the large theatre will be projected on a screen.

TV BIDS

Six More Apply To FCC

BIDS for six new commercial television stations, including two by Central Pennsylvania Corp., State College, Pa., for outlets in that state, were filed last week with FCC.

The Pennsylvania corporation filed simultaneously for stations near Altoona and Williamsport, Pa., listing Paul J. Newton as president and director of, and 70% stockholder in, Central Pennsylvania Broadcasting Co. In addition, 13 other principals are listed with interests ranging from 5% to 15%. Mr. Newton has 10%, while Claude G. Aikens, a director in the corporation, holds 15%, largest single share. Six of the principals are officials of firm of Shoemaker Bros. Inc., of State College, Pa. Applicant seeks Channels 8 (186-192 mc) at Altoona and 13 (210-216 mc) at Williamsport.

Seeks Fort Wayne Video

Northeastern Indiana Broadcasting Co. Inc., is seeking Channel 4 (66-72 mc) for its proposed TV commercial station in Fort Wayne, where it operates WKJG. William A. Kunkel Jr., president of the company and also president and chief owner of the Journal-Gazette Co., publisher of the *Fort Wayne Journal-Gazette*, holds 17.5% ownership in the company. Others include Robert H. Hinckley and Frank E. McKinney, whose holdings in WKJG and WKJG-FM are being sold to Mr. Kunkel, subject to FCC approval [BROADCASTING, June 7].

Greensboro Broadcasting Co., licensee of WGBG and WGBG-FM Greensboro, N. C., filed for Channel 10 (192-198 mc). President and general manager is Ralph M. Lambeth.

Tulsa Broadcasting Co., licensee of KTUL and KTUL-FM Tulsa, seeks Channel 8 (180-186 mc) in Tulsa.

Congress Square Hotel Co., Portland, Me., licensee of WCSH Portland, seeks Channel 11 (198-204 mc) in that city. Adeline B. Rines, who owns and operates WRDO Augusta (WRDO Inc.) and WLBZ Bangor (Maine Broadcasting Co.), and Kenneth M. Peterson are president and vice president, respectively, of the applicant.

New applicants, facilities requested and ownership include:

Altoona, Pa. — Central Pennsylvania Corp., State College, Pa., Channel 9 (186-192 mc), effective radiated power 3.11 kw visual, 1.55 kw aural, antenna height above average terrain 1095 ft. Initial cost $97,000, first year $35,000, income $25,000. Principals; Paul J. Newton (president Central Pennsylvania Broadcasting Co.) president, 10%; Claude G. Aikens, (director, Shoemaker Bros., State College, Pa.), director, 15%; James B. Craig, (v-p and director, Titan Metal Mfg. Co., Bellefonte, Pa.), director, 10%; Chester D. Dahle, (president, Centre Theatre Corp., State College), director 5%; George R. Lamade, (president and director, Williamsport School board), no office, 5%; Howard J. Lamade (v-p, Grit Publishing Co., Williamsport, Pa., also director of West Branch Bank & Trust Co. and Williamsport Federal Savings & Loan Assn., State College), no office, 5%; Martin C. Mateer, (director, Centre Theatre Corp., and member of Aikens, Kennard and Mateer Assoc.), director, 10%; Eugene J. Reilly, (associate publisher, Centre Daily Times, State College), director, 5%; Marvin J. Rothrock, (director, Shoemaker Bros., Inc.), director, 10%; Joseph C. and William C. Shoemaker, (president and director, respectively, Shoemaker Bros., Inc.), directors, 5% each; Roy D. Shoemaker, (director, Shoemaker Bros. Inc.), v-p, 5%; George L. Stearn 2nd, (v-p and director, Williamsport National Bank, also director Williamsport Federal Savings and Loan Assn.), no office, 5%; Haller, Raymond & Brown, Inc—5%.

Fort Wayne, Ind.—Northeastern Indiana Broadcasting Co. Inc., Channel 4 (66-72 mc) 16 kw visual 8 kw aural, antenna 338 ft. Initial cost $257,822, first year $35,000, income $5,000. Principals: William A. Kunkel Jr., (president, WKJG WKJG-FM, 17.5% interest), president 17.5%; Frank E. McKinney, (interest, WKJG WKJG-FM; treasurer & director, WTHI Wabash Valley Bcstg Corp., Terre Haute, Ind., 275½ shares; president & director, WISH Universal Bcstg. Co. Inc., Indianapolis, Ind., 720 shares), treasurer, 30%; Robert H. Hinckley, (interest, WKJG WKJG-FM; WISH Universal Bcstg., 645 shares; KULA Pacific Frontier Bcstg. Co. Ltd.; WTHI Wabash Valley, 82½ shares), no office, 15%; Frank M. McHale, (interest WKJG WKJG-FM, WISH Universal Bcstg., 300 shares; WTHI Wabash Valley, 44 shares), no office, 17.5%; Samuel D. Jackson, (interest WKJG WKJG-FM, attorney-at-law, former U. S. Senator); Virgil M. Simmons, (interest, WKJG WKJG-FM, stockholder and director, Journal-Gazette Co., Fort Wayne, attorney-at-law) no office, 2.5%. Messrs. McHale, McKinney and Hinckley also are stockholders of Tri-State Broadcasting Co., Evansville, Ind. Mr. Kunkel is president and controlling stockholder of Journal-Gazette Co.

Greensboro, N. C.—Greensboro Broadcasting Co. Inc., Channel 10 (192-198 mc), 2.8 kw visual, 1.4 kw aural, antenna 397 ft. Initial cost $100,000, first year $50,000, income not known. Applicant is licensee of WGBG WGBG-FM Greensboro.

Portland, Me.—Congress Square Hotel Co., Channel 11, 30.5 kw visual, 15.25 kw aural, antenna 500 ft. Initial cost $223,042, first year $100,000, income not known. Principals: Adeline B. Rines, owner and operator of WRDO (WRDO Inc.) Augusta and WLBZ (Maine Broadcasting Co.) Bangor, president; Kenneth M. Peterson, vice president. Applicant company is licensee of WCSH Portland.

Tulsa, Okla.—Tulsa Broadcasting Co., Channel 8 (180-186 mc), 18.5 kw visual, 9.25 aural, antenna 263 ft. Initial cost $219,915, first year $65,000, income $35,000. Applicant is licensee of KTUL KTUL-FM. Principals: also chief stockholders in KOMA Inc., which owns and operates KOMA and KOMA-FM Oklahoma City.

Williamsport, Pa.—Central Pennsylvania Corp., State College, Pa., Channel 13, 3.64 kw visual, 1.82 kw aural, antenna 1291 ft. Initial cost $84,000, first year $26,000, income $25,000. Principals: see Altoona above.

a proven test market

RIGHT IN THE HEART OF OHIO

WMAN

MANSFIELD, OHIO

EASY TO CHECK ABC NETWORK

NATIONAL REPRESENTATIVES TAYLOR-HOWE-SNOWDEN RADIO SALES

NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO

WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT ROCK ISLAND MOLINE EAST MOLINE

"Third station in the country to maintain regular daily broadcasts."

WOC WOC-FM

5,000 Watts, 1420 Kc.

BASIC NBC Affiliate

Col. B. J. Palmer, Pres.

Buryl Lottridge, Mgr.

DAVENPORT, IOWA

National Representatives:

FREE & PETERS, Inc.

SELL
No. 1 Market
IN THE
South's
No. 1 State
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
All WITHIN OUR
PRIMARY + AREA
210,200 PERSONS
$179,469,000
IN RETAIL SALES
$283,685,000
IN BUYING INCOME
We Lead Day and Night
in this Rich Tri-City Market
WRITE FOR OUR BMB DATA FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Paramount TV

(Continued from page 32)

since the start of commercial operation in January 1947, Mr. Landsberg said there have been none but recalled several series earlier while operating experimentally. No Paramount feature film, of either old or new vintage, has been telecast, he also said.

Mr. Raibourn, on the stand most of Wednesday, testified that Paramount through subsidiary firms operates some 1,540 theatres in the U. S. While movies are in the majority, some have legitimate shows and vaudeville and at least one shows television, he said.

To a question by Judge Rosenman, Mr. Raibourn indicated he did not see any conflict between the ownership of these theatres and the ownership of television stations. Although recognizing that both movies and television take up the leisure time of the public, Mr. Raibourn said he still did not consider this as a conflict since the movies compete against a great many things.

Mr. Raibourn, when asked if Paramount planned to use television to exploit its movies, said "We look on television as a great new medium to help our business." He explained that television can be used most effectively to induce people to go to the movies but that such exploitation was only a minor part of the firm's purposes in entering video. Stations other than those of Paramount would be used.

He said TV also can be "used in the theatre to portray things which are not shown in the theatres now and which have an interest from the standpoint of speed of portrayal." Mr. Raibourn related plans to use station telecasts in theatres as well as special television shows.

For Home Telecasting

The Paramount official pointed out the San Francisco channel would be used for telecasting to the homes of viewers and that other channels or coaxial cable facilities would be secured for other video purposes.

Regarding the use of feature films on television Mr. Raibourn explained Paramount would use them after their use in the theatre. He said such use would be determined by the cost factor rather than competition with the theatre.

Concerning his talks with Barney Balaban, Paramount president, on video competition with the movie box office, Mr. Raibourn said, "The result of the discussions has invariably been that television is with us, it is a useful instrument in the portrayal of entertainment and information to the public, and that we should use it for that purpose to all extents that we can."

He commented that when President Roosevelt gave his first fireside chat the movie box office that night "was a complete bust" because the people were home listening to their radios. In such special events television could do a better portrayal job than radio, Mr. Raibourn indicated.

Questioned if feature films would not help to develop television, Mr. Raibourn said, "Certainly we are quite certain that if we took all our feature pictures and put them on television, the television set manufacturers would sell a lot more sets than they have sold at the present time, and I must say they are doing wonderfully well."

To inquiry by Joseph Brenner, FCC counsel in the hearing, as to why movie talent has not been used at KTLA to help boost video, Mr. Raibourn explained the talent cost is still too high for the medium to meet. When Mr. Brenner asked if that "has not been a payment that you felt you were willing to make in order to contribute to the development of television,?" Mr. Raibourn replied, "We are losing enough there right now."

Eddy Testifies

Capt. William C. Eddy, general manager of WBKB Chicago, licensed to Paramount's Balaban & Katz, testified on television operation experience at WBKB. He presented an exhibit which summed up the activities since 1940.

Capt. Eddy related the Navy radio technician training program in which Balaban & Katz participated and gave considerable detail on the WBKB microwave relay operations. He said 6900 mc relays have been used successfully up to 47 miles from Chicago with consistent use at 25 miles.

Asked what investment had been made to date since inception as W9XBK, Capt. Eddy related that as of the previous week $1,898,780.88 had been invested, disregarding a recent $500,000 appropriation for modernization yet to be effected. He said no income was received for the years 1940-1945. In 1946 $30,000 was received and $337,000 expended. In 1947 income was $211,254 and outlay was $555,000. The first quarter of 1948 saw income of $94,195 and expenses of $187,606. Capt. Eddy stated this results in a net loss to date of $1,475,411.17.

Under questioning by Mr. Brenner, Capt. Eddy indicated that Paramount exhibitors have acted as counsel in the selection of film subjects for use on television.

The entire session Thursday was devoted to testimony of Wilton Gunzendorfer, general manager of KROW Oakland, who related plans for KROW's proposed video outlet. Most of the time was spent in cross examination on proposed staff and other details. KROW emphasized plans for a special local television service to meet the needs of Oakland.

Sheldon F. Sackett, KROW president, and Richard C. D. Bell, assistant general manager of the station, were to testify Friday.

Delayed Scoop

PAULINE FREDERICK, ABC reporter, probably can claim the delayed scoop of the GOP Convention. Before the Convention even had gotten steam up Monday, she interviewed Sen. Harold McGrath, of Rhode Island, Democratic National Committee chairman, on Taylor Grant's *Headline Edition*. Said Sen. McGrath in response to Pauline's perilous and penetrating questions: "The nomination will come on Thursday, about 10 or 11 p.m., on the 4th or 5th ballot."

4 Key Video Posts Are Filled by CBS

CBS last Thursday announced four major executive appointments in television, in line with that network's continued "intensive expansion" in the video field. All four were newly-made positions.

Charles Matthew Underhill, production manager of RKO-Pathe's commercial department, has been named director of programs for CBS-TV.

David Sutton, account executive in CBS network sales, becomes television sales manager.

George Moscovics, commercial manager of WCBS-TV New York, was appointed manager of the network's television sales development department.

Worthington Miner, director of television for CBS, becomes manager of program development for CBS television. The appointments were announced by J. L. Van Volkenburg, CBS vice president and director of television operations.

William Edge Mason

WILLIAM EDGE MASON, 66, owner CKSO Sudbury and *Sudbury Star* and *North Bay Nugget* died after heart attack at Sudbury June 22. Heart failure followed intensive work in the recent Ontario provincial election campaign.

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
NOW!

NAB DISTRICTS

Dates Set for Series Of Meetings

OPERATION under the new NAB code, sales problems, labor relations, research, music and legal angles of broadcasting will head agendas at the annual series of NAB district-area meetings to open July 26 and run into October (see code story page 29).

NAB Secretary-Treasurer C. E. Arney Jr. last week was polishing off details of the intricate series of industry conventions. Working with district directors, he is lining up hotel facilities and working out the agendas.

Only a few, or at most a half-dozen officials from NAB headquarters will attend the meetings, though the original theory behind the new national Management Conferences had been to make these specialists available to the smaller regional sessions where personnel below the top management level could benefit from their experience.

President Miller will attend many of the meetings, to speak on "NAB, Your Association." A. D. Willard Jr., executive vice president, and Mr. Arney will attend some of the sessions.

Staff Attending

Staff officials who will take part include Harold Fair, Program Dept. director and code specialist; Richard P. Doherty, director, Employe-Employer Relations Dept.; Don Petty, general counsel; Dr. Kenneth H. Baker, Research Dept. director; Hugh M. P. Higgins, assistant director, Dept. of Broadcast Advertising.

Details of several meetings were clearing up last week (first eight meetings listed in March 22 BROADCASTING).

District 14 (Mountain States) will meet Sept. 8-10 at the Mammoth Hotel, Yellowstone National Park. First day-and-a-half will be devoted to NAB staff members, the rest to local discussions. Judge Miller may not attend because of a prior commitment. Messrs. Fair, Doherty and Higgins will attend.

District 17 (Ore., Wash., Alaska) will meet Sept. 13-14 at the Davenport Hotel, Spokane, Wash. Messrs. Fair, Doherty and Higgins will attend in addition to Judge Miller and Mr. Petty.

District 15 (N. Calif., Nev., Hawaii) will meet Sept. 16-17 at the St. Francis Hotel, San Francisco, with same staff members.

District 16 (S. Calif., and parts of Southwest) will meet Sept. 20-21 at Los Angeles, with same staff members.

After the NBC affiliate meeting during the week of Sept. 26 at Sun Valley, Ida., the schedule resumes Oct. 4-5 in District 13 (Texas). Site is the Blackstone Hotel, Fort Worth. Personnel not named.

District 6 (Ark., La., Miss., Tenn.) will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss.

District 5 (Ala., Fla., Ga., P. R.) will meet Oct. 14-15 at the Biltmore Hotel, Atlanta.

Previously announced meetings, with names of staff members who will take part, follow:

District 4 (D. C., N. C., S. C., Va., W. Va.)—Greenbrier Hotel, White Sulphur Springs, W. Va., July 26-27, Messrs. Fair, Doherty, Petty, Higgins.

District 3 (Del., Pa., Md.)—Bellevue-Stratford Hotel, Philadelphia, July 29-30, Messrs. Fair, Doherty, Higgins, Baker.

District 1 (New England)—Somerset Hotel, Boston, Aug. 2-3, Messrs. Fair, Doherty, Baker, Higgins.

District 2 (N. Y., N. J.)—Hotel Sheraton, Rochester, N. Y., Aug. 5-6 Messrs. Doherty, Higgins, Baker.

Districts 7-8 (Ky., Ohio, Ind., Mich. in part)—French Lick Springs Hotel, Frenck Lick, Ind., Aug. 9-10, Messrs. Doherty, Petty, Fair, Higgins.

District 9 (Ill., Wis. in part)—Palmer House, Chicago, Aug. 12-13, Messrs. Doherty, Petty, Fair, Higgins.

Districts 10-12 (Ia., Mo., Kan., Okla.)—Meuhlebach Hotel, Kansas City, Aug. 16-17, Messrs. Doherty, Petty, Fair, Higgins.

District 11 (Minn., N. D., S. D. in part, Wis., in part, Mich. in part)—Radisson Hotel, Minneapolis Aug. 19-20, Messrs. Doherty, Petty, Fair, Higgins.

FCC Plans Engineering Conference on Aug. 10

AN INFORMAL engineering conference was called by FCC last week for Aug. 10 to gather information on harmonic and spurious emissions from all types of radio transmitters operating between 10 and 30,000,000 kc.

The Commission's announcement stressed that "an important measure of the conservation of the radio spectrum is the degree of freedom" from such emissions, and that "many radio services are being accomplished with field strengths on the order of one-half microvolt per meter." FCC's Bureau of Engineering, the announcement said, has found that often "a greater degree of suppression is necessary than is found in present-day practice," and is "attempting to develop a table of harmonic and spurious limitations which could be used as a basis for regulation throughout the radio spectrum."

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests . . . and they respond easily to WAIR commercials.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

ABOUT TEXAS RADIO

It takes a powerful signal to reach the big South Texas Audience, and we've got it—50,000 watts on 680 kilocycles. It takes the home-folks flight network touch backed by a top to keep them listening, and we've got it—American Broadcasting Company shows plus local productions of the type we know Texans like. That's why we're pulling mail from 205 counties in this big state of ours. Can we tell you more? Check your John Blair man for details.

RADIO STATION KABC SAN ANTONIO
680 KC
50,000 WATTS DAY
10,000 WATTS NIGHT

AMERICAN BROADCASTING CO. ★ TEXAS BROADCASTING SYSTEM

for nine consecutive years

CHATTANOOGA MEDICINE CO.

has been advertising on station*

WMC
MEMPHIS

** A "spot" advertiser with 1,053 quarter hour programs during this period.*

NBC
AFFILIATE

5,000 watts day and night. 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCT
First FM station in the Mid-South

WMCF
Television coming soon

Hon. Terry Clyne
The Biow Company, Inc.
New York City

Dear Terry:

Coal miners is big news here in Charleston, West Virginia; so when we learned some paralyzed coal miners wuz bein' sent away fer special treatment, WCHS special evence' men wuz at the train quick sa' flash . . . Interviewed th' men and the District 17 UMW President . . . Jest another good mark fer WCHS . . them 5000 watts at 580 and fer a program department with a real record fer public service. Add in them CBS programs an' you got a winning combination that really produces. . .

yrs.

Algy.

WCHS

Charleston W. Va.

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

LEE NAMED PRESIDENT AT AIEE CONVENTION

EVERETT S. LEE, engineer in the general engineering and consulting laboratory, General Electric Co., was elected president of the American Institute of Electrical Engineers at the annual meeting June 23 in Mexico City.

Other officers elected were: Vice presidents, Victor Seigfried, Electrical Cable Works, American Steel and Wire Co.; John L. Callahan, RCA; Ira A. Terry, GE; George N. Pingree, GE; Richard McKay, Washington Water Power Co.

Directors: Clarence W. Fick, GE; Morris D. Hooven, Public Service Electric and Gas Co.; F. O. McMillan, electric engineering department, Oregon State College. W. I. Slichter, engineering, Columbia U., was reelected treasurer.

These officers, together with the following holdover officers, constitute the board.

Retiring president, Blake D. Hull, formerly of Southwestern Bell Telephone Co.; past president, J. Elmer Housley, Aluminum Co. of America; J. H. Berry, Virginia Electric and Power Co.; G. W. Bower, Public Service Electric and Gas Co.; D. E. Cone, Pacific Tel. and Tel. Co.; I. M. Ellestad Northwestern Bell Telephone Co.; W. L. Everitt, electrical engineering dept., U. of Illinois; J. F. Fairman, Consolidated Edison Co. of New York; J. M. Flanigen, Georgia Power Co.; D. G. Geiger, Bell Telephone Co. of Canada Ltd.; R. T. Henry Buffalo Niagara Electric Corp.; A. C. Monteith, Westinghouse Electric Corp.; J. R. North, Commonwealth and Southern Corp.; Elgin B. Robertson, Elgin B. Robertson Inc.; Walter C. Smith, retired, formerly with GE; and E. P. Yerkes, Bell Telephone Co. of Pennsylvania.

Lever Bros. Purchasing Jelke Margarine Firm

ACQUISITION of the John F. Jelke Co., Chicago, was announced last week by Charles Luckman, president of Lever Bros. Co.

Annual sales of Jelke, manufacturers of Good Luck Margarine, are said to be nearly $25,000,000. Advertising plans for the firm have not been announced by the new parent firm. Young & Rubicam, Chicago, currently handles the Jelke account.

Other firms acquired by Lever in its expansion program during the past year include Harriet Hubbard Ayer Inc. and Luxor, both cosmetics; Rayve, hair preparations, and Hedy Home Wave Permanent.

Appoints Gardner

DEPT. of the Army announced June 23 the appointment of the Gardner Advertising Agency, St. Louis, to handle recruiting advertising account for the Army and Air Force. The appointment is effective Oct. 1. N. W. Ayer & Son, Philadelphia, formerly handled the account. Seven agencies, each with a billing of $10,000,000 or more for 1947, made presentations, the department said.

WBAL Baltimore award in medicine was presented recently to (l to r) Dr. Alfred Blalock and Dr. Helen M. Taussig, both of Johns Hopkins Hospital, for their collaboration in the "Blue Baby" operation, by David E. Weglein, WBAL public service counselor, and Harold C. Burke, WBAL manager.

STANDARD OIL BUYS MIDWEST GRID GAMES

BROADCASTS of the 1948 football schedules at six Midwestern universities, along with that of the Chicago Bears, will be sponsored by Standard Oil Co. of Indiana, the company announced today.

The schools, and stations involved are Colorado, KOA Denver; Iowa, WHO Des Moines; Michigan, WJR Detroit; Minnesota, WCCO Minneapolis; Nebraska, KFAB Omaha and KOLT Scottsbluff; Wichita, KANS Wichita. The Bears schedule will be aired on WIND Chicago.

Standard of Indiana also will sponsor a series of *Game-of-the Week* programs on KMOX St. Louis.

FCC Staff Is 133 Under War Peak, Report Says

CUT of 133 persons in FCC personnel has been invoked since the Commission reached its wartime peak of 1,494 officials and employes in July, 1945, a Senate report revealed June 19.

The report, introduced by Sen. Harry F. Byrd (D-Va.), dealing with a continuing study of civilian personnel in the executive branch pursued since 1942, showed that FCC personnel totaled 1,337 in July 1946 and 1,332 in the same month of 1947. This figure rose to 1,361 in April 1948.

RAYVE, HEDY BUDGET STILL IS UNSETTLED

ALTHOUGH LEVER BROS. executives are still analyzing the firm's Rayve and Hedy accounts with agencies, no radio plans have yet been made, it was learned in Chicago Thursday.

Melvin J. Brorby, vice president of Needham, Louis and Brorby, and Kenneth Ward of J. Walter Thompson, Chicago account executives for Rayve Creme Shampoo and Hedy Home Wave Products, are studying the accounts and advertising potentials.

Mr. Brorby feels that any Rayve campaign should be highly diversified. He plans to replace the *Henry Morgan Show* "principally" with commercial spots. Morgan's program was dropped Thursday after 21 weeks on the ABC network, "and we do not plan to renew it," Mr. Brorby said.

Mr. Ward, Hedy account executive, said "radio will undoubtedly be used, but what form we will use has not been decided."

Pepsodent division of Lever Bros. transferred the accounts in mid-May from Roche, Williams and Cleary Inc., New York.

Rules Proposed Revision Is Issued By Commission

FCC's proposed revision of Part 2 of its Rules and Regulations to bring it into line with "existing treaties, conventions and the Atlantic City radio regulations" [BROADCASTING, June 14] was released last week. Under the proposal, Part 2 would be limited to frequency allocation and radio treaty matters, and portions of the present Part 2 which deal with other subjects would be incorporated elsewhere in the rules.

This and other recently proposed regulations relating to public radio services, public safety radio services and land transporation radio services were published together in the *Federal Register* last Wednesday—June 23—and copies of the *Register* may be secured at 20¢ each from the Superintendent of Documents, Government Printing Office. Copies are not available at FCC.

Memo to: *Beth Black*,
The Joseph Katz Co.:

WCKY HAS A LARGER SHARE OF AUDIENCE THAN ANY INDEPENDENT STATION IN THE 25 TOP MARKETS, 8:00 A.M. TO 8:00 P.M.*

(*—Special Hooper Survey)

50,000 WATTS OF SELLING POWER

L.B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Sidelights

(Continued from page 22)

burden than did his harassed associates during the Convention. Mr. Koop looks like Sen. Taft. An eager Republican, trapping Mr. Koop in a restaurant Tuesday evening, promised him the votes of his whole family before the CBS man could persuade him he was not the candidate.

* * *

HOUSING and meals were no problem to KTHT Houston, which sent its brand new mobile unit to the Convention. This made-to-order truck and trailer unit, built in KTHT shops, was parked right on the pavement in front of Convention Hall and it housed Roy Hofheinz, station owner; John Stephen and Ed Yuhl, commentators, and O. B. Johnson, engineer. They made their own meals in the vehicle's galley. Mr. Hofheinz claimed the longest leased wire—from Philadelphia to Houston—unshared and operated by any single station. After the convention, he planned to take the $25,000 mobile unit to New York to call on agency timebuyers and other executives, returning to Philadelphia in time for the Democratic Convention.

* * *

ANOTHER mobile unit which attracted much attention in Philadelphia was the new CBS torpedo-shaped, plexiglass-top vehicle which looked like an interplanetary space ship. Lowell Thomas interviewed Gov. Earl Warren of California in the vehicle while on a tour of the city. The program was routed as follows: By FM shortwave to special receiver atop PSF Building; then by land line to CBS control booth in Convention Hall; then by line to WCAU Philadelphia, which fed it to the network. The broadcast went off flawlessly.

* * *

WILL BALTIN, secretary of the Television Broadcasters Assn. and secretary of the General Committee for Pooled Television Coverage of the Convention, became indignant at repeated newspaper digs that Convention Hall was so hot because of the lights needed for TV cameras. In fact, Mr. Baltin became so hot about the digs he sat down and typed out a release to the effect the bright lights served the newsreel and not the TV cameras. While he was busy hustling around from news desk to news desk with the release, a West Coast announcer for an independent ad-libbed about the heat—and before Mr. Baltin could reach him, blamed it on the lights for the TV cameras.

* * *

INTENSIVE planning went into the TV preparations of Convention Hall. But at the start of Convention, a real bug developed—no image on any of the monitor screens in the control room. Reason was that the giant floodlights of the hall knocked out the pictures. Remedy was quickly found—screening the control booth.

* * *

ONE of the most ambitious projects undertaken by an independent at the GOP Convention was the coverage of the Warner Brothers' KFWB Los Angeles. Line charges alone were $265 an hour. Station sent Clete Roberts, who was the "pooled voice" of the first Bikini test, and George Lewin, staff commentator. They programmed most of the agenda and added many hours of commentary. At very start of the convention, their platform line went dead. Until the line could be fixed, Messrs. Roberts and Lewin spent a hectic 2 hours and 5 minutes ad-libbing, bringing a parade of delegates and others to the mike for interviews for the entire 125 minutes. For their pains, they received high praise over the teletype from their home office.

LEE BLAND *(r), CBS special events director, makes opportune use of specially designed CBS walkie-talkie as he interviews Gov. Earl Warren, of California, at convention.*

* * *

FIRST sight to greet Convention-goers as they approached Convention Hall at the start of the gathering was a radio picket line—engineer members of the American Communications Association, who struck the WFIL stations of Philadelphia on May 1. The picket lines did not dissuade many from entering the hall—and, indeed, many of the union members went in themselves and went to work for radio organizations needing extra technicians for the Convention.

* * *

ON HAND, to keep an eye on his video operations was Sid Strotz, recently promoted to administrative vice president of NBC in charge of television. He returns to his Hollywood headquarters on July 7 for "about two months," thence back to New York for an indeterminate stay, but eventually to Hollywood permanently, he says.

* * *

THE NEW TV technique of Convention coverage had newsmen agog. For example, when Clare Booth Luce referred to Sen. Vandenberg in her Monday night address, the Michigan delegation immediately set up a demonstration. Television cameras swung into action. Within minutes, many newsmen were queried by home offices for leads on the big "Vandenberg demonstration." They had seen it on TV and figured the whole Convention was in an uproar.

* * *

WHEN EX-PRESIDENT Hoover arrived at the Bellevue-Stratford Monday, he wanted a television receiver placed in his suite so he could observe Convention activities prior to his grand entry at Convention Hall for his Tuesday night speech. Hotel management, however, couldn't follow-through because wiring in Mr. Hoover's quarters was not satisfactory for installation.

* * *

CLARE BOOTH LUCE didn't go for television makeup including purple lipstick. Result was that while she looked good to Convention Hall audience, her TV image was ashen grey.

* * *

THERE were plenty of accidents during the Convention, but one of the most unusual was the storm damage day before the gathering started. The TV link receiver of CBS atop Convention Hall blew

(Continued on page 76)

than the RESULTS you get from the dollars you spend on WNAO, Raleigh. 100,000 unduplicated ABC listening families in a rich 21 county area*.

RALEIGH 1947
RETAIL SALES
UP 91%
(SM-1948)
The Greatest Increase of any North Carolina City!
* Daytime 0.5 M/V area; BMB 1946

WNAO
RALEIGH, N. C.
The News and Observer Station
5000 Watts—ABC
Ask AVERY-KNODEL, INC.

KFMB *sells* **SAN DIEGO**
...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFM*B
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

Disc jockey, grocer, farmer—
all find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, *speed pays.*

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find *speed pays.*

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, *speed pays.*

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes 800 miles for only $8.60. 15 lbs. for $3.80. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month" — Use Air Express

AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

SYMPHONY ON ONE RECORD

New Disc That Plays 22½ Minutes on Each Side Shown By Columbia Records in New York

THE PLAYING of entire symphonies from a single record was demonstrated in New York June 18 by Columbia Records Inc., wholly-owned CBS subsidiary.

By use of a new record known as the Columbia LP (long playing) Microgroove, up to 22½ minutes of music or other material can be reproduced on each side of the disc. The record speed is 33⅓ rpm instead of the usual 78 rpm. The records must be played, however, on a new record player to be produced by the Philco Corp. and marketed by Philco and Columbia Records.

The average 12-inch double-faced record now in use plays about eight minutes, it was pointed out. The new Columbia Microgroove, made of nonbreakable vinylite, is to retail for $4.85 for a 12-inch and $3.85 for a 10-inch Masterworks disc. Popular 10-inch records will cost $2.85. These prices are said to be substantially lower than those of similar works on conventional records. The Philco M-15 record player, adapted to play the new records, will retail for $29.95 plus tax. It may be attached to present radio and radio-phonograph models, firm officials said.

Columbia Records has been developing its Microgroove disc since 1939, according to Edward Wallerstein, president. The technical details were worked out under the supervision of Dr. Peter Goldmark, CBS research director, Rene Snepvangers, a recording engineer for the network, and William Bachman, Columbia Records research director.

Transit FM

(Continued from page 28)

cally-soothed rides has been tested in Washington, D. C., Wilkes-Barre, Evansville, Ind., Houston, Worcester, Baltimore and greater Cincinnati, where 95.9% of the total 21,000 persons polled expressed emphatic approval, Mr. Crisler asserted.

Mr. Crisler said officials of his firm were not alarmed by activities of WEBC-FM Duluth, Minn., which announced a fortnight ago [BROADCASTING, June 21] that they would commence regular transit broadcasts about July 1.

He claimed that Transit Radio Inc. had developed superior plans and equipment and held the advantage of greater experience in the new field.

Highly successful tests have been made in Portland, Ore., and the nation's capital is expected to enjoy regular bus-FM service soon, Mr. Crisler said. Cooperating in Portland tests are the Portland Traction Co., which is having 50 new busses wired for radio reception [BROADCASTING, April 26] and KPFM Portland. In Washington WWDC-FM is participating with the Capital Transit Co. Tests are also scheduled for Huntington, W. Va., by WPLH-FM. The reaction of strapholders in Baltimore (WMAR - FM), Houston, Tex. (KPRC-FM), Evansville, Ind. and Worcester, Mass., has also been tested.

TV Receiver Output Up 38% Over First Quarter

TELEVISION receiver output in May ran 38% above the average weekly rate in the first quarter of the year, Radio Mfrs. Assn. announced last week. May TV set production was 50,177, or an average of more than 12,500 units per week.

The production last month brought output of RMA member companies to 214,513 TV sets for the first five months of 1948 and over 400,000 since the war.

A seasonal decline in May affected all types of set production except TV models. Total output, including AM-FM and TV, amounted to 1,096,780 units compared to 1,182,473 in April. AM-FM output totaled 76,435 compared to 90,635 in April.

BMB Sub-Units to Handle Net Tabulations, Forms

TWO sub-committees to handle report forms and network tabulations, have been formed by Broadcast Measurement Bureau as subsidiaries to the Technical Committee. Members are:

Network Tabulation: Edward Evans, ABC, chairman, and Harper Carraine, CBS. Kenneth Greene of NBC and Richard Puff of MBS will serve as guest members.

Report Forms: Charles Pooler, Benton and Bowles, chairman; Mr. Carraine, and Harry Wolfe, Colgate-Palmolive Peet. Daniel Denenholz, The Katz Agency, and Edward Shurick, Free and Peters, will serve as guest members.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

GOP Coverage

(Continued from page 21)

seen in the sections given to 1200 news experts from 450 newspapers and news services were the result of television and radio coverage. A reporter with several assignments, including the Hall itself could well be writing one story while following the proceedings via a television set in his office. Convention goers of many years standing said never had they seen so many empty places in press sections.

Radio also made it possible for Western Union to handle what might be the greatest volume of press rate messages in its history. Radio beam carried an enormous amount of the 300,000-an-hour word rate from Convention Hall.

The candidates, too, sat in their hotel headquarters and kept their fingers on the pulse of Convention Hall via television.

It must be said that AM radio used TV to follow proceedings just as avidly. The MBS headquarters at the Bellevue-Stratford for example, the only one of the four major networks not in TV, provided a receiver for its commentators who admitted it was a great help.

Coverage Effects Plans

The significance of radio and TV were on every tongue at the Convention. Many believed the media were drastically changing the character of the convention institution.

The thinking along such lines was to the effect that speakers and Convention planners were taking the spontaneity from such gatherings. Delegates had to chart their courses with the thought in mind that they were being checked on minutely. Others felt that the machinery of coverage, with 50 to 60 floor mikes, television positions, booths, section for coverage and the like, were destroying the meeting hall aspect of the Conventions.

There was considerable talk that as the future of radio and television coverage develops and becomes ever more important, provision will have to be made in the design of convention halls to allow for hidden facilities—so that meetings can retain their character without the obvious radio and TV equipment, yet still making it possible for full coverage for the media.

While all that was in the future, the 800 radio and television people with the immediate job at hand of covering the Convention were struggling with the present. Despite the size of the job, it was generally agreed that after initial problems, boners and accidents were overcome, and there were many, the whole machinery began to work in almost a routine manner.

It seems certain that when the Democrats meet in July, coverage will be even smoother. F. A. Wankel, assistant director of television engineering operations for NBC, who was one of the kingpins in the television pool setup, and George McElrath, NBC director of engineering operations in charge of the pooled AM setup, each believes the Democratic Convention handling will be better.

The whole idea of a pooled setup was another matter given considerable thought by radio executives. Mr. Wankel expressed the view that he would prefer to see each network on its own in TV, rather than each taking a turn (see television story, page 23) at the day's operation.

It may be conceded that coverage might be better if circumstances made it possible to do without the pool. The job done, however, both in AM and in TV, was regarded as having exceeded the expectations of all the convention planners, in both political and radio fields.

Every tired engineer, hoarse commentator and radio writer could go home after the gavel fell for adjournment sure that radio and video had done an unprecedentedly fine job in which listener interest was high. They could go home feeling that the 24th Republican National Convention was a "broadcasters" political convention.

DEWEY'S VOICE

Newsmen Say He Is Effective —Campaigner Via Radio—

NEWSCASTERS and radio people who have heard the Dewey voice on the radio claim he will make an effective campaigner via the medium.

Helen Sioussat, director of talks department, CBS, who helped Mr. Dewey years ago in mike technique, called him a perfectionist. "I was afraid he might become too perfect—and sound like an announcer reading a commercial," she said. She praised his ability to time himself to the second. She said that at one time Mr. Dewey had a tendency to weave back away from and toward the mike, giving engineers a hard time, but that much practice has cured him of this. She also said he makes an attractive tele-image.

Bill Hilman of MBS and Presidential announcer for FDR and Pres. Truman, said of Mr. Dewey: "Most improved voice of any politician in years."

Other commentators' remarks—Cedric Foster: "Dewey as a radio personality possesses a strong, rich, resonant voice with depth and carrying impact." Martha Deane: "Good and getting better all the time." Bob Harleigh: "He carries sincerity." Bob Wilson, MBS publicity, who polled the man-on-the-street: "They like his voice."

FCC Grants 500 mc TV Outlet to NBC

FIRST GRANT for a 500-mc television station which will duplicate commercial video programs was issued by FCC last Thursday to NBC.

The network filed for the station, to be operated in conjunction with its WNBW Washington, in late May [BROADCASTING, May 31] for the purpose of compiling data on "upstairs" video transmission.

RCA-NBC said the station would be ready to begin operations about Sept. 1 and that information gathered in the tests would be presented to the FCC in the course of its high-band television hearings, now slated to start Sept. 20.

The station will operate on 504-510 mc with an effective radiated power up to 25 kw, according to preliminary plans.

To permit comparisons of 500-mc performance with present low-band commercial operation, converters for reception of the high-band transmissions on regular television sets will be distributed to "engineers and other observers." The high-band station, using WNBW's antenna tower, will duplicate the commercial station's programming on a regular basis.

RMA COMMITTEE

Named To Further Industry Plan

CREATION of a eight-man government-industry committee to coordinate the purchase of radio and electronic items for defense purposes will be sought by the Industry Mobilization Policy Committee formed last week by Radio Mfrs. Assn.

The RMA committee was authorized by the RMA board during the association's Chicago convention [BROADCASTING, June 21].

Members of the RMA group, named by RMA President Max F. Balcom, Sylvania Electric Products, are Fred R. Lack, Western Electric Co., chairman; Paul V. Galvin, Motorola Inc., vice chairman; Frank M. Folsom, RCA Victor Division; Harry A. Ehle, International Resistance Co.; George R. Haase, Operadio Mfg. Co.; H. L. Hoffman, Hoffman Radio Corp.; W. A. McDonald, Hazeltine Electronics Corp.; R. C. Sprague, Sprague Electric Co.

Mr. Lack

The RMA board took its action after learning that anticipated military needs for radio and electronics items may reach a billion dollars annually.

First objective of the RMA committee will be to induce government officials to set up the coordinating group. This would centralize procurement of radio and electronic equipment and components starting July 1. It would consist of a high-ranking officer from Army, Navy and Air Force, along with a civilian to represent industry.

Long-range objectives will be sought by the RMA committee, including spreading of military work among all segments of the industry including large and small manufacturers, and equally throughout major producing areas.

The radio manufacturing industry is the first major segment of the American economy to develop its own plan for industry mobilization as a counter-proposal to several plans announced by government agencies.

MOBILIZATION was theme of Radio Mfrs. Assn. convention in Chicago, where committee to study defense measures was authorized (see committee story this page).

Key address was given by RMA President Max F. Balcom (top photo, right), who received traveling cases from board. RMA Treasurer Leslie F. Muter, Muter Co., made presentation.

New chairman of RMA Set Division is G. M. Gardner (center photo, left), who is being congratulated by Paul V. Galvin, Motorola Inc., whom he succeeds.

T. A. Smith (right, bottom photo), RCA Victor Division, succeeded S. P. Taylor, Western Electric Co., as chairman of the RMA Transmitter Division.

Sidelights

(Continued from page 73)

down, its parabolic reflector was bent and receiver head was damaged. R. G. Thompson, manager of technical operations for CBS, rushed back to New York for the only spare to be had, and had it back in operation in five hours. The original equipment was on loan to CBS by WCAU-TV.

* * *

AT ONE time the speakers' platform area of the convention looked like a session of the NAB, with the following radio figures there: Niles Trammell, president of NBC; Joseph H. Ream, executive vice president of CBS; Mark Woods, president of ABC; Bob Kintner, executive vice president of ABC, and A. A. Schechter, vice president of MBS, and a couple score of nationally-known commentators.

* * *

SMARTEST showman at Convention Wednesday night was Morton Downey, NBC singer. Between numbers he took large swigs of Coca-Cola from the bottle in full view of the TV cameras. Coca-Cola is his sponsor.

* * *

TELENEWS motion picture camera crews, which were shooting 5,000 feet of film daily in preconvention chores for its clients, had its hourly shipments of celluloid to New York disrupted as soon as the Convention started because of the almost half-hour delay in the bang of the opening gavel.

* * *

WHEN NBC-*Life* television went on the air with their telecast of the Gov. Dewey press conference, there was a CBS mike smack in the middle of every picture. Ed Scovill, CBS special events director in Washington, had planted the mike there to pick up the Governor's remarks for Columbia's tape-recorder.

* * *

LESLIE ARRIES, director of special events and sports for DuMont Television Network, doubled in brass with two badges. One got him in as a radio man, the other got him in as a GOP delegate from Bethesda, Md.

* * *

PROCEEDINGS of the GOP presidential convention were transmitted for the first time into Alaska through arrangements completed between CBS and the Alaska Broadcasting System, the Pan American Broadcasting Co., New York office of the Alaskan stations, said last week. Army Communication System lines in Seattle transmitted to ABS stations in Juneau, Ketchikan, Fairbanks and Anchorage. A similar arrangement is planned for the Democratic Convention.

* * *

CONTINENTAL (FM) Network's chief Convention correspondent, Joe McCaffrey, was the first patient at the Convention's First Aid room Tuesday morning. The McCaffrey complaint was blisters on his feet. "Three years in the Infantry," he moaned, "and not a blister. Now look at me after one day in Convention Hall."

* * *

CBS CLAIMED a nation-wide two-minute beat on the dramatic switch of the California delegation to Dewey. Ted Church, director of news, noticed from his booth that the California delegation was caucusing in its seats. He ordered Larry Lesueur with a walkie-talkie to mosey around. Mr. Lesueur got there just in time to get a copy of a note from Sen. William S. Knowland written by Gov. Earl Warren, who released the California delegation in favor of Dewey. Mr. Lesueur had it on the air, both AM and TV, and had Delegate Knowland on AM before the latter made the announcement to the entire convention.

* * *

BURKE CROTTY, ace TV producer, and ABC's video production chief, directed the first day's pooled pickup. Things went well except for AT&T coaxial difficulties which resulted in video but no sound for nearly two hours of the morning session on the south feed.

* * *

IN COMMERCIAL Museum, adjacent to Convention Hall, scores of TV receivers were set up by manufacturers. Many reporters, who found the sweltering stadium too much to take, repaired to the Museum and to lounges and bars equipped with TV receivers to do their first-hand reporting of convention. Almost every Philadelphia radio dealer had TV sets in his window to attract spectators. Gimbel department store actually used 19 windows and 19 TV sets to bring the convention to street crowds.

* * *

GEORGE HICKS, ABC commentator, learned that a country practitioner of medicine can perform surgery on the pocketbook. Mr. Hicks had the job of following a typical delegate, Dr. Hugh Hope of Hunter, Kans., through the convention for daily radio and TV programs called "Mr. Delegate." To while away time during the train ride from Kansas, the Doctor picked up several dollars en route, playing Hollywood Gin with Mr. Hicks.

* * *

ABC headquarters in the Bellevue-Stratford consisted of several adjoining rooms separated by short hallways, off which were neatly-spaced bathrooms. The clamor of ABC's huge staff of newsmen was such a thought-defying din that some of the most important staff conferences were held in bathrooms, with execs using the washbowls as a desk and the bathtub rims as seats. A locked bathroom door at ABC's Bellevue-Stratford headquarters, often meant a big news show in the making.

* * *

NEWSCASTERS of WINX Washington couldn't be stopped the first night of the convention by a mere power failure, which knocked out the lights in the MBS booth they were using. In utter darkness they continued to the end of their broadcast until a flashlight was toted in just in time to provide light for reading the closing commercial.

* * *

A PRE-CONVENTION poll among ABC news experts gave the Republican nomination for president to Thomas E. Dewey, with the prediction it would happen on the fourth to sixth ballot. Second place went to Senator Arthur Vandenberg with Harold E. Stassen in third place.

* * *

FROM same Convention Hall where his father won the 1940 Republican Presidential nomination, 28-year-old Philip Willkie, an attorney, made his radio debut over WHAS Louisville facilities June 23. Mr. Willkie, a Republican nominee for the Indiana legislature, appeared on a night commentary program originated from Philadelphia by Dick Oberli, WHAS news director.

* * *

ELROY McCAW, an owner of KPOA Honolulu, was on hand to see that the island outlet learned what its delegates were doing via radio. Mr. McCaw, also representing KELA in Centralia-Chehalis, Wash. sent west three types of programs: MBS pickup of Convention proceedings; the commentary and color wired by KFWB Los Angeles, and special shots on Hawaiian delegates.

BILL HENRY *(r), CBS Washington, whose floor seat closely adjoins the speakers' stand, discusses network coverage plans with CBS-men (l to r) Griffing Bancroft, Washington; Davidson Taylor, vice president and public affairs director, and Edward R. Murrow, news commentator.*

BOB TROUT *(l) and W. W. Chaplin, NBC, shown airing returns of NBC poll of delegates on day before convention opened. Program, "Roll Call of the States," originating at network's Bellevue-Stratford studio, brought delegation heads to microphone for comments on how their states would vote.*

Unfettered Radio-Dewey

(Continued from page 21)

tators. I asked Gov. Dewey about that.

"It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content," was his response.

Gov. Dewey took cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving it free radio time—and which is destined to play a part in the upcoming campaign. He felt radio should present all points of view and that it should "guard free speech zealously." But he added:

"No organization that is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

Talking about television and FM, Gov. Dewey feels they offer "great potentials for service to the public and the stimulation of business." He commented:

"The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempting to apply new social concepts that would hamstring those developments.

"The development of these new media is up to private enterprise. The role of Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what, and how, it is outside the province of Government."

Gov. Dewey had no set ideas on FCC operations. He said his views on "efficient government" are well known. "I think it is highly important", he added, "that the personnel of all government commissions should be of the highest calibre and these are the kinds of appointments I will make".

As for international broadcasting, Gov. Dewey felt there's an important job ahead, and one to be worked out by mutual agreement among nations.

"The dissemination of news, information, knowledge and culture among the nations of the world is one of the most important tasks ahead of us. International broadcasting should play an important role in this field.

"I believe that no nation should try to impose its ideologies on anyone against the wishes of its neighbors. Consequently international broadcasting should be on a high plane to ensure understanding and peaceful relations.

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real usefulness."

CONVENIENCE WHERE IT COUNTS

THIS SA-50 DUAL CHANNEL CONSOLE

GIVES YOU . . . . . More Flexibility . . . . Better Identification of Control Functions . . . . VU Meter in Each Program Circuit . . . . Easier Maintenance

"Well styled, easy to use," - - that's always the first comment about the SA-50 Console,---you can see it's well stated from the above illustration.

This unit goes with the SA-50. It's the wall mounting power supply which also contains the audition amplifier and cueing amplifier,--- you get quieter operation because all high level circuits are kept away from the sensitive program channels.

The SA-50 Console is your answer to good program handling,---because more and better control facilities are at your operator's fingertips.

High fidelity amplifiers housed in the "tip-back" cast aluminum cabinet and matched in the best manner assure the highest quality, low noise and distortion and long life.

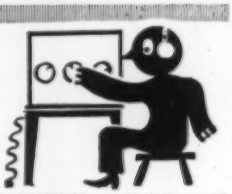
Words say so little,---get the complete picture on the SA-50 Console, write today and get complete information on this better way of studio control.

Gates
Radio Company
Quincy
Illinois

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 574 Hargrave St., Inglewood	Tel. OR-81075
Export	Westinghouse, 40 Wall St., New York City.	Tel. WH-34321

This Year is G-Year ----
The Swing's to GATES ---- in '48

Technical



D. C. SUMMERFORD has resigned as assistant technical director of WHAS Louisville, Ky. to act as technical director of Mid-America Broadcasting Corp. of Louisville, which is now installing new 50-kw station on 1080 kc. He has served as technical employe of AT&T and also is president of Shawnee Broadcasting Co., operating WBEX Chillicothe, Ohio. Mr. Summerford was instrumental in establishment of Louisville section of Institute of Radio Engineers and was recently re-elected secretary-treasurer.

DON HUNNICUTT, former chief engineer of WHCC Waynesville, N. C., has resigned to accept position of chief engineer of WKRS Waukegan, effective July 5.

J. D. BLOOM Jr., chief engineer of WWL New Orleans, has been appointed technician-in-charge of station's television programs, and **FRANCIS JACOB Jr.** has been appointed studio supervisor.

JIM FERGUSON, engineer of WZIP Covington, Ky., has been named studio supervisor.

BILL TRAVERS, formerly of CJBQ Belleville, has joined technical staff of CKWS Kingston, Ont.

HERMON HOSMER SCOTT Inc., Cambridge, Mass., has announced new sound level meter, Type 410-A. Instrument meets American Standards Assn. requirements and is small and light enough to be carried in a coat pocket.

J. R. DUNCAN, acting director of television operations of Crosley Broadcasting Corp., has been appointed director of television engineering of WLWT Cincinnati. Mr. Duncan began his work in television with RCA at Camden, N. J. He invented a blocking tube oscillator that is covered by patents in some 13 foreign countries and used extensively in electronic circuits, particularly those of television. From 1934 to 1938 he was employed by Philco Radio and Television Corp. of Philadelphia, and in late 1938 moved to Midland Television Co. of Kansas City, Mo., as chief television engineer. He then joined Crosley Broadcasting Corp., but left shortly to work with War Dept. during war, returning to WLW as chief television engineer.

Mr. Duncan

RCA TUBE Dept., Camden, N. J., has announced new electronic voltmeter called "Master Voltohmyst," featuring circuit innovations providing for capacitance and current measurements over an extremely wide range. It weighs only 15 pounds and is housed in cobalt grey hammeroid cabinet with satin alumilite panels and is available from RCA test equipment distributors.

VASILIOS LIAPPAS, studio control engineer at WGBS Miami, and Ioanna Augoustis have announced their marriage.

TONY MAGGIORE, engineer of WWL New Orleans, has been admitted into the WWL Ten Year Club.

FCC Mulls Claim Raised by WLOW

FCC last week was pondering the argument of WLOW Norfolk, Va. that the NARBA point on which the Commission proposed to deny WLOW's 1010-kc application had been raised earlier in the same proceeding and that FCC at that time had failed to rule that the point was applicable.

The contention was contained in a petition for reconsideration and oral argument on the Commission's decision proposing to grant Radio Television of Baltimore's application for a new Baltimore daytime station on 1010 kc with 1 kw and to deny WLOW's request to switch from 1 kw daytime on 1590 kc to 5 kw fulltime on 1010 kc.

FCC's decision held that the WLOW application should be denied because the station's separation from the Canadian border is less than the 650 miles required by the North American Regional Broadcasting Agreement with respect to use of 1010 kc.

WLOW's petition argued that the 650-mile question was raised shortly after the application was filed but that the Commission nevertheless "accepted the application and specifically granted" WLOW's request that it be set for hearing with the Baltimore application.

Further, the petition claimed, Canada "has already authorized the use of 1010 kc in such a way as to render inapplicable the 650-mile rule" by changing, in effect, the channel's classification from 1-A to 1-B. Nor did the 650-mile rule prevent FCC from granting WINS use of 1010 kc in New York City, the petition added.

Feature of Week

(*Continued from page 10*)

tooned with balloons, the boat was dedicated at ceremonies at the Portland state pier. John F. Hogan, WCSH news director and originator of the project, reviewed the three-week drive to fill the ship, and William H. Rines, station manager, formally turned over the cargo to the vessel's skipper, Capt. Albert Grissault of St. Malo, France.

Staff Announcer Ellis O'Brien broadcast the ceremonies in both French and English. The French broadcast was recorded and used by the State Dept.'s "Voice of America" and by Radiodiffusion Francaise.

The 20-day promotion, accomplished exclusively by radio spots and program plugs on the station, brought in $3,200 in cash and more than ten tons of clothing and toys. Cash contributions were used to purchase non-perishable food in wholesale quantities. American Aid to France Inc. is distributing the gift cargo to the needy children of Calais.

WSAV Truscon Radio Tower STANDS UP

IN 100 MILE-AN-HOUR HURRICANE!

On October 15, 1946, a tropical hurricane struck with tremendous force on Whitemarsh Island, Savannah, Ga., location of WSAV's FM installation. Wind velocities were estimated in excess of 100 miles per hour. • *Inspection of the Truscon Radio Tower immediately after the storm showed there was no damage to the antenna or tower.* The surrounding area suffered great damage. The ability of this structure to STAND UP under such severe punishment is a fitting tribute to the balanced design, quality materials and skilled workmanship built into Truscon Radio Towers. • Truscon experience encompasses every modern radio tower need. There are hundreds of Truscon Radio Towers in America and foreign lands, operating in a wide range of wind, temperature and humidity conditions. The knowledge gained from such a diversity of installations assures you highly competent engineering service.

TRUSCON STEEL COMPANY
Youngstown 1, Ohio
Subsidiary of Republic Steel Corporation

• Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

Programs

OMPETITION was forgotten in Wichita, Kan., when all of its sta- tions—KFBI KANS KAKE KFH—mbined talent and facilities to present ree-hour "United Nations' Watch rty." Broadcast originated from one ntral studio and 20 different remote ints throughout city. Pick-ups were ade from churches of all faiths, street rners, bowling alleys, residential eas, etc. Starting at 10:30 p.m., pro- am lasted until 2:15 a.m. during hich time Wichitans were literally akened to need of supporting United tions. They were urged to write let- rs immediately expressing themselves President Truman on behalf of UN. nds paraded throughout city, youth oups started chain of telephone calls. rl Scouts and Boy Scouts went from use to house with postcards, stamps d writing material so letters could be ritten on the spot. Stations report at city responded with about 10,000 rds and letters.

Pick Own Prizes

TAKE YOUR PICK" is title of new uiz show over WTAG Worcester, Mass., here contestant tries for prize of his n choice. Johnny Dowell, m.c., con- cts show from sponsor's store in in- rmal, man-on-the-street manner, atting briefly with each contestant efore asking questions. If contestant swers all questions correctly he is warded any article of merchandise he ooses from department display. He ay take souvenir of program from ift horse," a wooden horse laden ith consolation prizes, if he is unable answer questions.

TV's Drawing Power

ELEVISION'S drawing power in South- n California was proven recently when ecial KTLA Los Angeles program, ugging Los Angeles Memorial Medical enter, brought hundreds of offers of sistance to the center, including time h radio programs of five local sponsors, TLA reports. Program, titled "Panto- ime Quiz Time," was made up of two ams of radio and screen stars com- eting in charades. Occasion marked rst time civic venture has been pro- oted through commercial television in os Angeles, station reports.

Phone Show

HOLD the Phone" is new 15-minute stener-participation program of WCAU hiladelphia. Show features quiz and usical identity questions and is aired -5:15 p.m. Telephone number is called random, but if person called does not nswer, listeners are invited to call pecial number and give their correct nswers to the announcer. End of each rogram, a "Mystery Voice" is heard nd listeners are asked to identify it by tter. Show is offered for sponsorship n participation basis.

'Club Television'

AUDEVILLE type program is viewed very Wednesday night over WGN-TV hicago. Titled, "Club Television," show troduces varied specialty and novelty ts in a night club background. Sta- on reports "most enthusiastic fan ail" for show.

'Your Baby'

OUNG MOTHERS and fathers (and randmothers, grandfathers, aunts and ncles) of Boston, have chance to visit octor's office in new educational series er WMEX that city. Program titled Your Baby" originates in doctor's of- ce and is rebroadcast from magnetic ape Monday night at 8:45 p.m. Pro- rams are planned by committee of ading Boston pediatricians represent- ng three member colleges of Lowell Institute Cooperative Broadcasting Council that have medical schools. They include Tufts Medical School, Harvard, and Boston U.

'Dollars for Drivers'

"DOLLARS FOR DRIVERS," is new disc jockey show heard over WWJ Detroit. Format of show consists of telephone call to listener who is asked to identify owners of automobile license numbers announced during program. Listeners are given opportunity to win cash prize by answering simple questions about traffic regulations in Detroit. Correct answer entitles listener to try for larger jackpot prize by answering more difficult jackpot question. Detroit Police Department furnishes program with both license numbers and traffic questions. Show is heard daily 9:00-9:30 a.m.

Campaigns Dramatized

POLITICAL CAMPAIGNS of the past are dramatized in series aired over KDKA Pittsburgh. Under general title of "The Star-Spangled 'X'," program is designed to better acquaint listeners with American political history, and remind them of importance of the ballot. Programs show how comparatively few votes changed course of American political history. Moral of program is: "Vote." Show is aired Sun. 4:30 p.m.

Treasure Hunt

BURIED TREASURE is loot in store for WGN Chicago listeners who hear "Let's Have Fun," which starts today (June 28), Monday through Friday, 12:00 to 12:30 p.m. (CDT). Sponsored by Goldblatt's Department Store, show offers chest containing merchandise certificates to winners who untangle jingle clues revealing location of the "treasure," which actually is buried.

'Marmaduke' Sponsored

TO EXPLOIT library service and to encourage reading of good books on systematic basis, Indiana Library Assn. is now sponsoring "Marmaduke" program over WOWO Fort Wayne. Program was started last year by Art Lewis, producer, and Ed Reich, educational director of WOWO. Mr. Lewis reads stories to "Marmaduke," a fictitious bookworm, whose voice is never heard on program. Mr. Lewis does all parts, has created cartoon character of the bookworm, coauthored original theme song with Mr. Reich and staff organist, and designed posters for use in library promotion. Program recently won an award from Ohio State U. for its novel presentation.

Bridal Shower on TV

SURPRISE PARTY was shared with video audience in Washington recently when WMAL-TV televised a bridal shower. Ruth Crane, WMAL women's director, arranged the event for her "Modern Woman" video program. Honored was Miss Patricia McDaniel. Miss McDaniel was invited by a friend to witness a television program at WMAL's studios, but when the bride-to-be entered the studio she found the cameras focused on her and her friends present with gifts. The look of surprise on Miss McDaniel's face did credit to Miss Crane and friends who arranged the program. She also opened her gifts before TV cameras.

Trans-Atlantic Show

NEW slant on record programs was introduced recently when Fred Cole, m.c. of WHDH Boston's "Carnival of Music," interviewed Joe Loss, prominent British bandleader, by trans-Atlantic phone during program. Such topics as British music tastes, effect G. I.'s had had on British music and results of Petrillo's recording ban in America on British musicians were discussed.

WIBW Feature

TOUR of government tug boat, Sergeant Floyd, today, June 28, with representatives of 30 foreign nations as guests of Army Engineers is to be covered by WIBW Topeka. Tour is to cover soil conservation projects, river and flood control work and study of such methods used in this country. Gene Shipley, WIBW's farm service director, and Pug Marquardt, chief engineer, are to fly to Leavenworth, Kan., in WIBW's "Flying Rooster" to record proceedings for later broadcast.

Children's Contest on TV

"HELP YOUR NEIGHBOR CAMPAIGN" contest is now featured on "The Playground" program over WMAR Baltimore. Program, aired for children on Saturdays, features films of recreation centers and playgrounds in and around Baltimore, as well as cartoons and special film features for children. Children are invited to submit letters on how they can help their neighbors. Winner each week will be guest on that week's program, and final winner will receive prize.

WDBC Welcomes Prince

WHEN PRINCE Bertil of Sweden and Swedish delegation visited Escanaba, Mich., recently, on hand to greet him at airport was large welcoming group including crew from WDBC Escanaba. Tony Flynn of WDBC interviewed the Prince and gave commentary on official welcoming by city and county officials.

'Cuckoo Clock House'

BECAUSE most youngsters are allowed to stay up later in the evening with school season over, CJBC Toronto now produces Saturday evening "Cuckoo Clock House" half-hour program as a children's audience show for summer months. Stories sent in by children from the radio audience will be acted by children during the program. Group singing by youngsters in the audience also will be featured on summer show.

Palooka Statue

ONE HIGHLIGHT of Bedford (Ind.) Limestone Centennial, which was covered by WSAU Bloomington, Ind., was presentation of limestone statue of Joe Palooka, well-known comic strip character. When completed statue will be placed on hillside overlooking Bedford. Ham Fisher, creator of Joe Palooka, was present for the ceremonies.

Regal Television Signs With WPIX for Films

AUGMENTING its contract with Alexander Korda for exclusive rights to televise 24 feature films, WPIX New York, *Daily News* video station, last week concluded arrangements with Regal Television for several movie short features, and feature comedies.

The contract calls for one-year rights in New York to 15 full-length United Artist films, 16 feature shorts, seven Laurel and Hardy comedies, and 44 shorts.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Excelsior

I WANT TO CRY

On Records: Savannah Churchill—Manor 1129; Dinah Washington—Mer. 8082; Chris Cross—Sterling 4004; Phil Reed-Frank Picher—Dance-Tone 216.

BMI

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Just Out!
New RCA Victor hits for your turntables

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Whip-Poor-Will
and
Look For the Silver Lining
RCA Victor 20-2924

TOMMY *Dorsey*
Judaline
and
Baby, Baby All The Time
RCA Victor 20-2912

RAY *McKinley*
Put 'Em In a Box, Tie 'Em With a Ribbon
and
You Can't Run Away From Love
RCA Victor 20-2873

VAUGHN *Monroe*
The Legend of Tiabi
and
Cool Water
RCA Victor 20-2923

MONTANA *Slim*
I'm Gonna Tear Down the Mailbox
and
'Neath a Blanket of Stars
RCA Victor 20-2927

LAWRENCE *Duchow*
Cinderella Polka
and
In Paradise
RCA Victor 25-1121

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WITH WLAV and WLAV-FM
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This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.
Now 3,000 watts. C. P. 57,000.
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WLAV and WLAV-FM
KEELER BUILDING, GRAND RAPIDS, MICHIGAN

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

Allied Arts

TED HUDES RADIO Productions has been organized with temporary offices at 17 E. 42nd St., New York to produce public service packages for radio and television. Head of new group is **TED HUDES**, who has produced several programs for Citizens Committee on Displaced Persons. **LILLIAN BARAL**, vice president in charge of publicity, was formerly with Information Branch of State Dept.

LEROY KELLER, former assistant business manager and director of foreign features division, United Press, has been appointed general sales manager. He succeeds **JACK BISCO**, who has been named UP general business manager. In addition to newspaper and radio sales, Mr. Keller will continue direction of television activities.

WARREN-HARWOOD PRODUCTIONS, Philadelphia (radio package company), is co-producing musical stage show with **CANADA LEE PRODUCTIONS**, New York.

POWELL ENTERPRISES (Dick Powell) has opened offices at 8743 Sunset Blvd., Hollywood. Firm handles Mr. Powell's interest in radio, television, commercial films and his distributorship of Beechcraft airplanes. **HAROLD C. LUND** is general manager.

ARMED FORCES RADIO SERVICE, Los Angeles, is now located at 1016 North McCadden Place. Telephone: Hudson 2-3301.

LARRY FINLEY PRODUCTIONS, Hollywood, announces new five-minute video film series, "Musical Miniatures," to be produced as open-end and distributed on rental basis. **DANNY O'NEIL**, former vocalist of NBC "Eddie Cantor Show," has been signed by Finley for 15-minute video film series to be produced in July.

JAMES WHIPPLE, former production manager at WJZ New York, has been engaged by National Academy of Broadcasting, Washington, to give intensive summer course in radio script writing and production technique.

HARRIS HUEY, research consultant for Lowell Institute Cooperative Broadcasting Council, has resigned to become field director of voting study being conducted by International Public Opinion Research Corp. of New York.

ELBERT (Bert) HALING, formerly with KFJZ, WFAA, KRLD Dallas, has transferred from Veteran Administration's information division to Dallas office, U. S. Dept. of Agriculture's Production Marketing Administration.

JAMES PARKS, Hollywood vice president, Broadcasters' Guild, is the father of a girl, **Tandy Shaw**, born June 11.

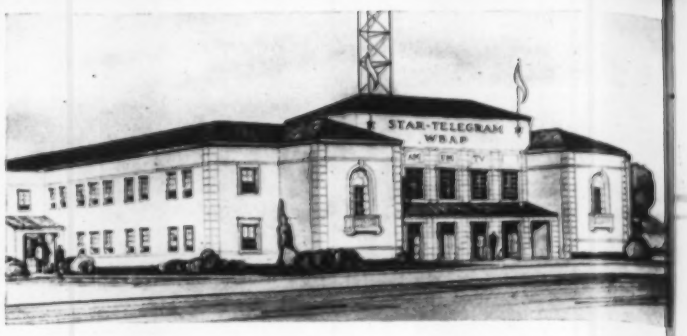
Equipment

HARTFORD, Conn. branch of **BELL TELEVISION Inc.**, New York, to specialize in sales and rentals of video units to public places and hotels, has been opened at 190 Trumbull St. Chicago office is expected to be next opened by Bell, with Boston and New York City offices already operating.

PHILADELPHIA ASSOCIATED DISPLAY INDUSTRIES, Philadelphia, has appointed special committee to do research work on development and application of new display materials for television. Those appointed to serve on committee include: **JOSEPH E. PODGOR**, of Joseph E. Podgor Co.; **IRVING SEGALL**, of Segall & Son; **MARCH BEILER**, of Bonwit Teller, and **HERMAN HEIDELBERG**, of Gimbel Brothers, Philadelphia.

WBKB Set to Boost Rates $300 Per Hour This Week

WBKB Chicago, Balaban & Katz video station, is expected to boost advertisers' rates from $500 to $800 an hour this week. Late count of Chicago TV sets, on which station bases rates, totaled nearly 25,000. When 35,000 is reached, hourly figure will be boosted to $1,000, station officials say. Last increase was in March [BROADCASTING, March 8].



ARTIST'S sketch of the new $1,500,000 home of WBAP Fort Worth now under construction, which will house entire facilities (AM, FM, TV) of the "Star-Telegram" station.

* * *

Two TV Bids Top Agenda At Ottawa CBC Meeting

TWO MONTREAL stations, CKAC and CFCF, have applied to the Canadian Department of Transport, Ottawa, for television licenses. Their applications will be heard along with those of CKEY Toronto, and Al Leary, Toronto, and any others received by the Department of Transport by Sept. 15, at the October meeting of the Canadian Broadcasting Corp. board of governors.

CBC board holds its June meeting at the Windsor Hotel, Montreal, June 28-29, and will hear applications for AM and FM stations. AM stations requested:

A. E. Dobbie for 250 watts on 1240 kc at Smith Falls, Ont.; by C. W. Warner and associates for Smith Falls, Ont., for 250 watts on 1240 kc; by Fernand Levesque for 250 watts on 1340 kc at Roberval, Que.; by Department of National Defence for 100 watts at Norman Wells, Northwest Territories. New FM station application is to be heard from Board of Education, Hamilton, for 390 watts educational station. CHUM-FM Toronto is requesting unlimited time of operations for sustaining and commercial programs, CHUM being licensed only as a dawn to dusk station.

CJBR Rimouski, Que., is asking for increase to 10 kw on 900 kc, and CHAT Medicine Hat, and CJEM Edmunston, are asking for share transfers. Broadcast pick-up license applications are to be heard from CFRA Ottawa, and CKRN Rouyn, Que.

CKVL Verdun, Que., has opened an office in Paris, France, where interviews with motion picture stars and other celebrities are recorded for use on the station, and flown to Montreal.

WORK ON WBAP-TV, FM UNITS NEARS FINISH

CONSTRUCTION work on WBAP Fort Worth's new $1,500,000 building to house AM, FM and TV facilities is currently being pushed, and installation of transmitters for the latter two systems is slated for completion this month.

Harold Hough, director of radio for Carter Publications Inc., owners of WBAP, has set Sept. 15 as the date for the station to start telecasting. Operation will inaugurate video in the Dallas-Fort Worth market.

WBAP's new building is going up on the eastern outskirts of downtown Fort Worth, facing Dallas to the east. Station plans heavily on Dallas coverage for TV terrain and equipment auguring in its favor. New structure, a four-unit plant, will house television operation first, and eventually WBAP's overall radio activities. A 502-ft transmitter tower for TV and FM adjoins the building.

Cleveland TV Growth

TELEVISION sets in the Cleveland-Akron area numbered 6,133 as of June 17, distributors report. On basis of previous six-month period, television in Cleveland has grown faster than in any other city with only one TV station, according to James C. Hanrahan, WEWS vice president and general manager. Area has estimated 2,300,000 population.

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Shows with a Hollywood Heritage

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Peanuts ain't "peanuts"!

TO PEOPLE who know the peanut business the use of the word "peanuts" to mean something trifling or picayune makes no sense at all. For peanuts are the basis of a business which literally makes use of everything but the crunch! Peanuts rank tenth among all crops of the nation . . . and VIRGINIA's 1946 crop value of $19,688,000 placed it fifth among the thirteen states in which the entire money crop is grown! Home of the Jumbo, the largest of all peanuts, Virginia has a Jumbo voice reaching its billon-dollar market . . . WRVA . . . 50,000 watts . . . represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

ACTIONS OF THE FCC

JUNE 18 to JUNE 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

June 18 Decisions . . .

DOCKET CASE ACTION

AM—950 kc

Announced proposed decision looking towards denial of application of Drovers Journal Pub. Co. to change facilities of WAAF Chicago from 950 kc 1 kw D to unl. on same frequency with 5 kw and change in trans. site.

June 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLOF Orlando, Fla.—Mod. CP change frequency, increase power etc., for extension of completion date.

AM—1260 kc

Southeastern Bcstg. System, East Point, Ga.—CP new standard station 1260 kc 1 kw D.

AM—1240 kc

Mark Perkins, San Antonio, Tex.—CP new standard station 1240 kc 250 w unl. (Requests facilities relinquished by KMAC)

W6XJD Television California, San Francisco—License to cover CP new exp. television station.

APPLICATION DISMISSED

Assignment of CP

KEVT Kerrville, Tex.—Voluntary assignment of CP from Leonard B. Brown to Kerr Bcstg. Co. DISMISSED June 14.

TENDERED FOR FILING

TV—204-210 bc

KPOJ Inc., Portland, Ore.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 2.84 kw, aur. 1.42 kw.

AM—960 kc

WELI New Haven, Conn.—CP increase power from 1 kw unl. to 1 kw-N 5 kw-D DA-N.

AM—1320 kc

L. C. Harrison d/b as Lawrence Bcstg. Co., Lawrence, Kan.—CP new standard station 1320 kc 500 w D.

AM—990 kc

WSTS Southern Pines, N. C.—CP increase power from 250 w D to 1 kw D.

AM—1240 kc

Vinita Bcstg. Co., partnership of Austin B. Chappelle, James E. Scroggs, Ottice Tidwell and Russell Bennitt, Vinita, Okla.—CP new standard station 1240 kc 250 w unl.

AM—1340 kc

WHAT Philadelphia—CP increase power from 100 w to 250 w.

June 21 Decisions . . .

ACTIONS ON MOTIONS

(By the Commission)

Mansfield Journal Co., Mansfield, Ohio—Dismissed as moot petition for rehearing directed against Commission's action March 12 granting application of Unity Corp. Inc.

(By Commissioner Jones)

WPAT Paterson, N. J., and WFMD Frederick, Md.—Commission, on own motion, continued indefinitely consolidated hearing scheduled for June 24 on these applications, pending action on WPAT's petition for reconsideration and grant.

E. Anthony & Sons Inc., Boston—Granted petition to dismiss without prejudice its TV application.

KATL Houston, Tex.—Same.

KFJI Klamath Falls, Ore.—Granted petition for continuance of consolidated hearing on applications from June 21 to July 9 at Washington.

KERN Bakersfield, Calif.—Granted petition for continuance of hearing on its application from June 21 to July 23 at Washington.

Advertisers Press Inc., Flint, Mich.—Granted petition to accept late appearance in re its TV application.

WKBN Bcstg. Corp., Youngstown, Ohio—Granted petition for leave to amend its TV application to reduce height of proposed ant. and increase radiated power.

The Bay State Bcstg. Co., New Bedford, Mass.—Granted petition for leave to amend its application to supply additional facts concerning majority stockholder of applicant corporation.

Springfield Bcstg. Co., Springfield, Mass.—Granted petition to amend its application to specify 1600 kc 5 kw D instead of 1490 kc 250 w unl., and dismissed supplemental petition.

Model City Bcstg. Co. Inc., Anniston, Ala.—Granted petition for leave to amend its application to show expanded horizontal plane radiation pattern of its proposed nighttime DA.

KNOE Monroe, La., and Model City Bcstg. Co. Inc., Anniston, Ala.—Commission on own motion continued indefinitely consolidated hearing on applications scheduled June 28, pending action on petition of Model City for reconsideration and grant without hearing.

Southern Bcstrs. Inc., Richmond, Va.—Granted petition to accept late appearance in re its TV application.

Paramount Television Productions Inc., San Francisco—Granted petition for leave to amend TV application to revise estimated initial cost of construction.

Crescent Broadcast Corp., Shenandoah, and WHWL Nanticoke, Pa.—Continued indefinitely consolidated hearing scheduled June 25, pending action on Crescent's petition for reconsideration.

Blackhawk Bcstg. Co., Sterling, Ill.—Granted petition to take depositions in re its application.

Neptune Bcstg. Corp., Atlantic City, N. J.—Granted petition to take depositions in re its TV application.

WLPO La Salle, Ill.—Granted petition to dismiss without prejudice its application pursuant to Sec. 1.365(c) of rules.

Eastern Radio Corp., Reading, Pa.—Granted petition to amend its TV application to revise exhibits with respect to ownership of stock in corporation.

Hearst Radio Inc., Baltimore—Granted petition for leave to amend application for FM station to change proposed ant. system, to permit coordination with facilities of WBAL-TV, and add engineering exhibit. Record was reopened for sole purpose of receiving said exhibit, and thereafter closed.

WAAT Newark, N. J.—Granted petition for postponement of oral argument scheduled for June 21 on its application and same was continued to July 13 at Washington.

WSIV Pekin, Ill.—Granted petition for indefinite continuance of hearing scheduled June 25, on aplication, pending action on petition for reconsideration and grant.

KGB San Diego, Calif.—Passed over item requesting leave to amend and strike issues in re Docket 7497.

June 22 Decisions . . .

BY THE SECRETARY

WIRE Enterprise, Ala.—Granted license for new station 1230 kc 250 w unl.

WDWD Dawson, Ga.—Granted license for new station 990 kc 1 kw D.

WRGA Rome, Ga.—Granted license covering change in frequency to 1470 kc, increase power to 5 kw, install new trans. and DA-N and change trans. location.

KCMC Texarkana, Tex.—Granted license covering changes in vertical ant., mounting FM ant. on top of AM tower, change in type of trans., changes in ground system and change of trans. location.

KBON Omaha—Granted mod. CP to mount FM ant. on AM tower.

KTUC Tucson, Ariz.—Granted involuntary transfer of control of license corporation to Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased.

WLS Chicago—Same except for AM station WLS and remote pickup stations WOEB WEGA WEGB WEGC.

KOY Phoenix—Same except for KOY and remote pickup station KEGX.

WEMP Milwaukee—Granted CP install aux. trans. at present location of main trans., to operate with 250 w only.

WHIO Dayton—Granted CP install aux. trans. at present site of main trans., to operate with 1 kw DA-N.

WAZL Hazleton, Pa.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower, and change trans. location.

WEWS-FM Cleveland—Granted license for new FM station.

WKNB-FM New Britain, Conn.—Same.

WMCK-FM McKeesport, Pa.—Same.

WEEX Easton, Pa.—Same.

American Bcstg. Co., Inc.—Granted CP for new portable exp. television relay stations: two each in area Chicago, Los Angeles, San Francisco.

Following were granted mod. CPs for extension of completion dates as shown: WOWO-FM Ft. Wayne to 7-28-48;

(Continued on page 90)

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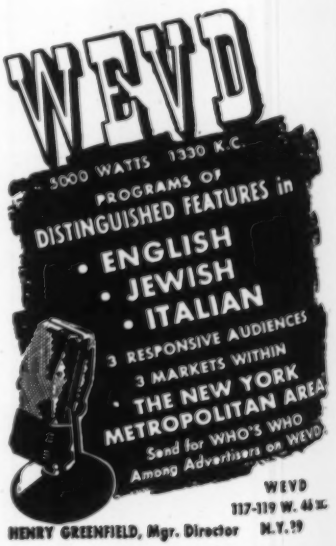

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Aggressive salesman—Learn all phases radio—small, independent, progressive station. Drawing account against commission. WHOB, Gardner, Mass.

Wanted — Salesman-manager. Unusual opportunity for experienced, seasoned radio broadcasting man to establish himself for life—manage and sell for large city remote of livewire, independent southern station just granted 5 kw. Salary and commissions—small interest to right man. Give full details first letter, references Box 821, BROADCASTING.

Salesman—Experienced time salesman with proven selling ability capable producing results. Competitive market. Willing pay top salary. WAND, Canton, Ohio.

Salesman contacting radio stations to sell radio productions. Commission. Box 912 BROADCASTING.

New England network affiliate seeks experienced promotion-minded salesman to back up local sales staff and work independently on regional and national accounts. Give complete experience, education and references. Box 916, BROADCASTING.

Result-producing salesman. Regional network station top Iowa market. Give all details including past sales record and earnings expected. Prefer midwestern man. Send photo. Position immediate. Box 893, BROADCASTING.

WANTED

Experienced time salesman. 250 watt daytime independent located New England. Lush market. Salary and commission.

BOX 853, BROADCASTING

Salesman, established, successful network Iowa station. One station town. 25,000, rich market, complete station acceptance. Base salary $40.00 week, plus substantial commissions. $100.00 week job. Must own a car. Prefer college graduate with radio exeperience. Tell all in first letter. Give references. Don't apply unless you are readily available for interview in Iowa. Box 928, BROADCASTING.

Announcers

Immediate opening good all-round experienced announcer. Send complete information, disc, photo, business and character references and salary requirements. Box 809, BROADCASTING.

Announcer. An opportunity to grow with aggressive station in excellent Illinois market. Prefer man with some news and MC experience. Send photo and disc with application. Box 905, BROADCASTING.

Announcer-engineer for 250 watt independent. Opening August 1st. Address WHOC, Philadelphia, Mississippi.

Combination announcer-salesman by ABC affiliate between Detroit and Chicago. $50.00 per week announcing salary plus 15% of all you sell. Please don't apply if you don't have sales ability. Apply Box 911 BROADCASTING.

Announcer-operator, must be able to do good announcing job, salary $70.00 for 48 hours. Southern network station. Box 917, BROADCASTING.

Two good announcer-engineers. First class license. Requires excellent voice, but no operating experience necessary. Good pay forty hours. Box 902, BROADCASTING.

Wanted: Friendly human announcer who can build urban-rural following, handling commercials disc shows and some news. Regional network Iowa station. Write all background facts and remuneration requirement. Box 894, BROADCASTING.

Help Wanted (Con't)

Wanted: Combination announcer engineer. Good salary, pleasant working conditions, Southern city. Send reply to Box 897, BROADCASTING.

Technical

70 to 80 dollars weekly. Combination engineer-announcer. Audition disc and photo with full details first letter. Immediate opening. North Carolina network affiliate. Box 824, BROADCASTING.

FM station remote New York mountain top needs experienced engineer. Must be rugged to meet winter conditions. Non-metropolitan ham preferred. Personal interview at Ithaca required. Box 810, BROADCASTING.

Wanted—Immediately, chief engineer of good character, high technical ability and experience in both AM and FM installation and operation for new Class A, FM station. Application in for 250 watt AM station also. Minimum starting salary $3640 per year. WUSJ, Lockport, New York.

Combination operator-announcer with first ticket. Inexperienced $200.00, experienced $230 to start plus extras about $20.00. Rocky Mountain. Housing. Box 750, BROADCASTING.

Chief engineer for small market midwest station. Excellent opportunity for man with 4 or 5 years good technical experience and ability to build department. Box 903, BROADCASTING.

Engineer for growing midwest station studio and transmitter. Prefer at least 1 year experience. Good salary. Box 904, BROADCASTING.

Chief Engineers for the American Forces Network in Germany. Salaries average $5000 to $6000 yearly on a two year contract with transportation paid. Must have definite ability as supervisors. Studio recording and transmitter installation and maintenance experience required. Send photo and references to: Technical Supervisor, 7706 AFN Co. Frankfurt, Military Post, APO 757, c/o PM, New York, N. Y.

Wanted—Two first phone engineers for progressive AM and FM station. separate operation. State experience and salary expected. Contact Chief Engineer, WORD, Spartanburg, S. C.

Permanent chief engineer capable complete installation one kilowatt station New England, $75 week; two engineers $45 week. Box 923, BROADCASTING.

Production-Programming, others

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING

Wanted—Combination program director and office manager for midwest station. Must have had previous experience; must be idea man. Write Box 822, BROADCASTING.

New 250 Michigan station on air August needs station personnel. Box 764, BROADCASTING.

Continuity Director

Largest regional in midwest has immediate opening for experienced writer of direct selling copy. Top salary. Full details first letter, including snapshot and date available.

Box 751, BROADCASTING

Wanted—experienced traffic director, large mid-south ABC affiliate. Must take dictation. Complete details first letter. Box 927 BROADCASTING.

Help Wanted (Cont'd)

Wanted woman continuity writer capable of doing mike work. Write complete background. WMMJ, Peoria, Illinois.

Program director with production experience midwest. Splendid opportunity for advancement. Write Box 910, BROADCASTING.

Situations Wanted

Managerial

Ten years practical experience in all phases of broadcasting. Young, veteran, well educated. References will speak of managerial results. Box 801, BROADCASTING.

Manager important midwest network station for past ten years desires climate change. Sixteen years comprehensive experience all phases broadcasting. College graduate. Prefer south or west coast. Box 874, BROADCASTING.

Five years experience in all phases of commercial radio, including sales manager, and over-all station manager. Looking for security commensurate with qualifications. Now employed. Available upon three weeks notice. Box 877, BROADCASTING.

A colossus? Not me! But if you need a manager or sales manager who knows people, programs and accounts, then look no further. References from my present corporation bosses and my staff. Married, two children, 12 years experience. Box 878, BROADCASTING.

Manager now operating successful 250 network affiliate desires change. Fourteen years' experience all phases. Family man, middle thirties. Available for interview immediately. Best references. Box 820, BROADCASTING.

Executive manager and program director. Both mature, experienced all phases AM-FM operation. Specially trained for TV. Excellent record of effective, profitable operation and finest references. Will accept full responsibility development or maintenance any property with income dependent on results. Box 785, BROADCASTING.

Station manager desires change. Network recommendations. 8 years experience. Masters degree in journalism. War veteran. Write Box 925, BROADCASTING.

General manager, successful station. Friendly hard worker. Available August first. Manager or program director. Can supply complete personnel for new station. Ray Kimbrel, Phone 49, Colquitt, Ga.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Desire good, solid proposition. Box 919, BROADCASTING.

New York announcer—Experienced in programming sales and all phases broadcasting. Seeks executive position. Box 926, BROADCASTING.

Announcers

If you need a play-by-play man, newscaster, disc jockey, emcee, scriptwriter, program-director, single, age 26, who has worked these jobs for 1½ years with three years college education, immediately contact Bob McCall, c/o Mrs. A. K. Shoemaker, Sanford, Florida station salary, etc. Will drive through at once.

Proven-Talent sportscaster, AM - TV, wants job with progressive western, southwestern or Pacific Coast station. Ten years network experience play-by-play all sports, college and pro; expert news, special events man. Have excellent job with major outlet, family health requires climate change. Particularly interested in football and basketball for coming seasons. but the more play-by-play the better. Can build strong sports following. Must be permanent position. Have excellent references. Box 802, BROADCASTING.

Experienced sportscaster, nine years. Play-by-play, major and minor sports. Also, news, programming and production background. College graduate. Top performance and character references. Box 835, BROADCASTING.

Announcer. Three months experience southern network affiliate, plus one year Radio College, looking for station, prefer south, that offers living wage plus chance at advancement. Disc's available. John Somers, Route 2, Box 299A, Elgin, Illinois. Phone Elgin 9830Y-3.

Announcer, music, sports, news. Can write continuity handle board. 2½ years experience in announcing, acting, production, writing. Available immediately. Ambitious, young, single, college. Will travel. Disc photo upon request. Jerry Sandler, 650 New Jersey Ave., Brooklyn 7, New York. EVergreen 5-8927.

Situations Wanted (Cont'd)

Announcer—Over four years in broadcasting with production department key New York station, then staff announcer with network affiliate. Excellent references. Single, 23 years old, university graduate. News, music, sports. Available now through live audition only. Box 846, BROADCASTING.

Morning man—Experienced . . . surveys prove consistent popularity. Piano and singing, nothing fancy, just down to earth stuff with a friendly ad lib style. Will send audition discs only to stations with openings. Available short notice. Box 872, BROADCASTING.

Experienced announcer, excellent record, dependable, personable, single. Now working. Live audition Chicago and vicinity date this ad. Will consider others. Box 873, BROADCASTING.

Young man, head of college radio station for 2 years, desires position in station in Mass. or around Boston and vicinity for summer. Can announce, am good typist and very capable of handling ad-lib, interviews and other types of programs. Announcing job not essential, salary no object. Box 876, BROADCASTING.

Attention station managers from Norfolk to Savannah: versatile, experienced staff announcer would like to locate on mid-Atlantic coast. Box 887, BROADCASTING.

Announcer. Young. Limited experience, but hard worker. Control board knowledge. Willing to trade hard work for station experience. Box 885, BROADCASTING.

Announcer - writer - program director. College grad, married, experienced at sports, discs, news, commercials. Net and non-net. Box 880, BROADCASTING.

Read this! Graduate of professional radio school. Good, deep voice with personality. Veteran. Married. Age 34. Experienced office manager and accountant. Would buy interest in small station, prefer California coast. Box 884, BROADCASTING.

Want college football, AM, FM or TV. 6 years' experience. Best references. Reliable. Guarantee satisfaction. Box 838, BROADCASTING.

Columbus took a chance, why don't you? Announcer, experienced all phases of broadcasting. Interested only in permanent affiliation. Am not a floater. Box 900, BROADCASTING.

Employer's recipe: One announcer that can handle well all traffic. Single 24, college, will travel east coast, can operate any board, 2 years experience, presently employed but will be available July 1st. Box 898, BROADCASTING.

Announcer, versatile talented. Pleasant Chicagoan. 3½ years 250 to 10,000. Vet, 23, single. Dislike control operation. Available immediately. Box 888, BROADCASTING.

Versatile announcer, newscaster with experience and college degree desires position with present and future in metropolitan station. Veteran 26, married. Disc available. Box 889, BROADCASTING.

Experienced announcer seeks position in established station. Graduate of large Eastern University. Two years of professional work have familiarized him with many phases of announcing, including control operation. Prefers the East or Midwest, but will travel anywhere for right opportunity. Box 924, BROADCASTING.

Announcer-engineer. 9 years valuable experience. Available immediately. Larry Brunes, 815 Union St., The Dalles, Oregon.

Announcer, graduate School, of Radio Technique, Chicago. Free-lance sports experience, small city. Single, young, sober, neat and ambitious. Salary unimportant. Will travel. Disc, photo references. Box 933, BROADCASTING.

Announcer, graduate Radio Institute, Chicago, working knowledge all phases radio. Specialize audience participation, sports, news disc "jerky." Veteran, married, will travel immediately. Ability wil overshadow inexperience. No reasonable offer refused. Box 932 BROADCASTING, 360 N. Michigan Ave., Chicago.

Announcer, 23, good voice, some experience. Graduate college and radio school. Disc and photo on request. Will travel. Box 931, BROADCASTING.

1½ years experience, voice, knowledge of how to use same. Looking for better than average position. Accent on news, discs, special events. Presently employed as chief announcer. Box 930 BROADCASTING.

Situations Wanted (Cont'd)

Attention all metropolitan stations—disc jockey, 29, musical knowledge second to none. 5 years all-round experience. Ad-lib anything, including commercials. Personal collection of 3000 records. Minimum $85.00, plus opportunity for talent. Box 915, BROADCASTING.

Announcer, single, vet, 23, 2 years college, journalism major, graduate School of Radio Technique, lean toward news, also write copy. Box 908, BROADCASTING.

Announcer, collegiate graduate with experience desires midwest spot. Reliable. Versatile. Box 929, BROADCASTING, 360 N. Michigan Ave., Chicago, Ill.

Technical

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Chief engineer 20 years experience—first class license. Executive ability—national network experience as well as regional. Past ownership of local. Box 920, BROADCASTING.

Chief engineer and combination man. First phone and nine years experience. Maintenance control and construction from 250 to 10 kw including FM. Box 906, BROADCASTING.

Engineer-operator. Thoroughly experienced. RCA graduate. East or west coast. Available immediately. Box 907, BROADCASTING.

Engineer. First phone license. Single. Go anywhere. Box 913, BROADCASTING.

Transmitter engineer—Five years experience, AM, two years transmitter, three years studio; remotes. First class telephone, telegraph licenses. Married. South preferred. Box 864, BROADCASTING.

Engineer, 1st, six years experience indie. 50 kw; Can handle all associated equipment, also FM. Write or wire C. Fletcher, 1718 E. Longfellow, Spokane, Washington.

Chief engineer wants position as chief engineer with Canadian broadcasting station. Experienced in every phase including construction from ground up. Wife experienced operator. Presently employed as chief engineer, but desires change. Box 843, BROADCASTING.

Chief engineer or assistant AM, FM, TV, FAX topflight technical. 20 years experience. Age 39. Specialties installation and maintenance. Excellent health, character and references. Box 865, BROADCASTING.

Transmitter engineer—eight years. Experienced on five kilowatt station with directional array. University graduate in physics, also graduate of recent television study at RCA. Have car and will travel anywhere for immediate permanent position. Box 871, BROADCASTING.

Chief engineer—10 years varied radio experience. Recently built four tower kilowatt now supervising operation. College education, single, 27. References from present employers. Prefer vicinity Washington, D. C. or San Francisco. Box 811, BROADCASTING.

Transmitter engineer or chief engineer of local. Experienced. Married. Prefer Florida or southwest. Box 777, BROADCASTING.

Chief engineer — southwestern U. S., 250-1000 watts. Former instructor radio theory and shop practice National Schools of Los Angeles. Former marine radio operator, flight radio operator. Experienced construction, installation of shortwave equipment. Both first class commercial tickets, class A amateur. Married. References to interested parties. $75 week required. Box 685, BROADCASTING.

First phone man desires combination position. Recently completed announcing course and three months announcing experience. California preferred, anywhere considered. 541 26 Ave., San Francisco.

Engineer—First class license. Experienced all phases. Presently employed 5 kw. Veteran, age 25, married, have car. Available August 1. Box 879, BROADCASTING.

Chief engineer—8 years experience construction operation, best references, present employed local five years, wage open, prefer middlewest location. Available two weeks. Box 882, BROADCASTING.

Production-Programming, others

Writer-announcer, program director-sports, news, disc shows-net-non-net. College grad. Several years experience. Box 875, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer—Capable gal with experience, versatility, ideas, seeks permanent place with live wire metropolitan station. Box 737, BROADCASTING.

Versatile writer-producer. Seeking opportunity in special events or television division alert station. Former foreign correspondent, has handled own forum show in Washington, produced network discussion program. Excellent background news, special events, dramatic scripts, publicity. Female. Write Box 684, BROADCASTING.

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

News editor of 5 kw station now available. Five years experience, including three years on newspapers. Am United Press correspondent. Am sober, reliable, single. Best references. Write Box 886, BROADCASTING.

Graduate School of Journalism, University of Missouri wants opportunity to work in any or all phases of radio. Advertising major with background in continuity, promotion, scriptwriting, news and selling. Announcing ability. Age 23, married. Excellent references. Box 883, BROADCASTING.

Competent writer-producer. Young veteran with 2 years experience in writing and producing programs for large GI network. Have handled all types of programs from popular music continuity to large-casted dramatic shows. Single, industrious, will travel anywhere. Photo and sample scripts on request. Box 881, BROADCASTING.

TV can build new organization or fit into your present staff as operations or art director. Seven years radio as general manager, commercial manager and chief engineer. Experienced in documentary film and state production. Know scene design and camera technique. Newspaper and magazine promotion and layout. TV engineering experience, good education. Responsible. Civic-minded, now west. No TV. $8900, prefer east TV and around $4000. Box 890, BROADCASTING.

Two years radio news, scriptwriter. 3 years newspaper reporter, copyreader. 3 years in advertising department of commission house. Journalism degree. Single. Want radio news, continuity job. Box 909, BROADCASTING.

Continuity director of 1000 watt regional station on west coast seeks permanent position in continuity department of large progressive station in metropolitan area in California. Box 914, BROADCASTING.

Script-continuity writer, 25, single, veteran, agency experience, network credits television background. Wishes organization to grow with. Box 918, BROADCASTING.

Attention 1000 or higher kilowatts. Program director-announcer, experienced in all types of programming. Proven ability by results. Former newspaperman. Considered top news, sports, special features man. Fifteen years experience. Good salary expected in permanent place. East preferred. Box 895, BROADCASTING.

Promotion—program—copy. Award winner billboard. University town. Prefer new, progressive station. 1000-5000 watts. Box 896, BROADCASTING.

Writer, continuity, drama. College graduate. Air credits on large New York station. 24. Will travel. Box 899, BROADCASTING.

Writer, NYU radio grad can also announce. Need a start. Good knowledge of pop music. Go anywhere. Sample scripts available. Box 901, BROADCASTING.

Top promotion, publicity man in class at NBC-Columbia University, with station experience, available immediately. Box 834, BROADCASTING.

Don't fret—contact Bett! Experienced copywriter, woman commentator and university graduate desires permanent position with progressive station in south, southwest. Box 823, BROADCASTING.

Imaginative, responsible man with 15 years experience directing, set-designing, programming, stagemanaging in radio and theater seeks position as TV director, program assistant, or stage manager. Successful in dealing with technical crews. Write Box 817, BROADCASTING.

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LOOKING for a single-unit speaker with the *power* and *punch* required for audience participation studios and theatres?

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Before you buy any loudspeakers for your studios or transmitter building, investigate the 728B and the other speakers in Western Electric's new line—the 8-watt 755A, the 20-watt 756A and the dual-unit 30-watt 757A.

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For Placement NOW—we need:—Manager - engineers, construction chief (TV) engineers, studio xmitter operators (minimum 7 years experience) & technicians to learn announcing. ALSO production manager, copywriters; senior personality announcers, program directors.—WRITE TODAY!
RRR Radio Employment Bureau, Box 413, Philadelphia. "Where over 700 Broadcasters have been serviced!"

For Sale

Two Gates 'Dynamote' remote amplifiers, 4 channel, 50 or 250 ohms in, 600 ohms out. Complete with carrying cases and power supplies. These units are in new condition. DeFrenes & Co., 1909 Buttonwood St., Phila. 30, Pa. Rittenhouse 6-5928.

RCA type 80AX and Gates Model 30 consoles. In good condition. J. D. Bloom Jr., Chief Engineer, Station WWL, New Orleans, La.

For sale—Field intensity meter, RCA-TMV-75B complete. WDRC, Hartford 4, Conn.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

Complete 300' guyed tower and lighting, composite 500 watt broadcast transmitter. All offers considered. Skyland Broadcasting Corporation, 2812 Hillside Avenue, Dayton, Ohio.

For Sale (Cont'd)

For sale—Complete equipment for a 1000-500 watt installation Collins 20-C transmitter; 180 ft. Blaw-Knox Tower antenna tuning unit; concentric line; limiting, line and monitor amplifiers; control console, spare tubes and parts. No frequency or modulation monitors. Equipment now in use and extremely reliable and trouble-free. Will be available about August 1, 1948. Make offer. Write Radio Station WHIS, Bluefield, West Virginia, Attention P. T. Flanagan, Manager.

10 kw transmitter. Unusual bargain. Now available. Composite, conservative design. Wire or phone Mark Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

For sale—Lehigh 204 ft. tower, designed for four section pylon, not insulated. $3500.00 FOB Harrisburg, Penna. Box 788, BROADCASTING.

New RCA equipment for sale at RCA list prices. Available now. One 4-section pylon, ten LC 1A speakers, ten 70D turntables, one 76 B5 consolette. Stands, racks, amplifiers. Purchased for FM now abandoned. Box 787, BROADCASTING.

For sale—250 watt composite transmitter. New rack and panel. 1 set of tubes. FCC approved. First check for $1000 gets it. WESL, Preston, Maryland.

FOR SALE

Ground wire, #8 B & S solid, soft, bare copper. New in neatly-wrapped 5000 feet coils—250,000 feet—12,385 lbs. at $30.00 per CWT. Chief Engineer, WAGE, Inc., Syracuse, N.Y.

Limiting amplifier, frequency monitor modulation monitor, console and 250 watt transmitter, all now in use. Write Box 1123, Stamford, Texas.

WEAW (FM) increasing power to 36 kw. Have available 250 watt GE FM transmitter; GE 4 bay antenna, both tuned to 96.7, best Class A channel; easily retuned to other channel. Write WEAW, Evanston, Illinois.

Presto model K, electro voice 950 microphone. Both new. $300 or best offer. Box 921, BROADCASTING.

H. H. Scott Dynamic Noise Suppressor including latest type 910-C control circuits. $475. J. M. McDonald. WLW, Cincinnati.

Station in good midwest market. Showing profit. Owner selling because of other business interests. Box 891, BROADCASTING.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 443A-1; 1 WE 110-A program amplifier; 1 WE 94-A amplifier; 1 General Radio 731-A AM modulation monitor; 1 General Radio 681-A frequency deviation monitor; 1 General Radio 475-B frequency monitor; 1 Collins 116E-1 equalizer; 1 Clough-Brengle 119-B calibrated standard signal generator; 1 Jack Strip (single jack) with four 2' patch cords; all in excellent condition. Also 1500' ¼" Andrew coax, pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

Due to duplication sacrifice new transcription unit, Rek-O-Kut GE turntable in RCA console, Sweeney arm, GE pickup and equalizer cost $325. Sell for $175. 25% deposit. Box 934, BROADCASTING.

Wanted to Buy

Voltage regulator, 220 volt, 60 cycle, 3 phase for 37.5 KVA load. Wire details Chief Engineer, WKYB, Paducah, Kentucky.

Wanted. Urgently needed. 3 pairs type 59 tubes. Name your price. WFTL, Ft. Lauderdale, Florida.

Experienced radio man interested local station in southeast. Cash. Every reply confidential and answered. Box 744, BROADCASTING.

Wanted—Complete equipment for kilowatt station. If you have any or all, write today. Box 743, BROADCASTING.

Wanted—Two 9-A Western Electric vertical pickups with filters. Write 4545 6th Avenue North, St. Petersburg, Fla.

Individual broadcaster wants to buy station or CP anywhere. Box 922, BROADCASTING.

Small station or CP in good market. Not afraid of competition. Box 892, BROADCASTING.

STATION DEDICATED AT ORANGEBURG, S. C.

DEDICATION was held June 13 at WTND Orangeburg, S. C. The 1 kw daytime station is on 1270 kc and is licensed to Sims Publishing Co., publishers of *The Times and Democrat.*

Participating on the opening program were Gov. J. Strom Thurmond; Mayor Robert H. Jennings Jr. of Orangesburg; T. G. Strange, president of Chamber of Commerce; Hugo S. Sims, vice president of Sims Publishing Co.; Nat L. Royster, general manager of WTND, and local notables.

In addition to Mr. Royster, who has been in radio for 12 years and was with WAYS Charlotte, N. C., before joining WTND, the staff includes: Perry Herrington, chief engineer; Wallace Styles, asistant chief engineer; W. R. Jones Jr., sales department; Sam E. Gunn, continunity director; Eric Fields, program director; Hugh Coburn, Bob Brown and Larry Hord, announcers; Gracie Thompson, special features and local news, and Barbara Cantwell, traffic.

Miscellaneous

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Construction permit holders attention! A complete service for the broadcaster from construction permit to license! We will build your building, erect your tower and antenna, install your ground system and transmission line, install all your radio and audio equipment and run tests of the completed installation for you. We will submit plans for your entire installation which will conform to your construction permit or your consultants specifications. Let our experience save you money and headaches. Let one contractor do your entire job—C. P. to license! Free estimates—personal supervision. Broadcasting Division, Fulkerson Machine and Erection Co. RFD 3, Jeffersonville, Indiana. Tel. Jeffersonville, Ind., 2508, Louisville, Ky., Atwood 9582.

BANK VIDEO MINDED

Launches TV Programs, Set-Buying Plan

ACTIVE support of television as "another fledgling industry" is currently being tended in Boston by the National Shawmut Bank, which pioneered in automobile installment financing. The 112-year-old institution is not only offering a similar plan for potential TV set buyers—it likewise has taken on sponsorship of seven regular video programs on WBZ-TV Boston.

Fortnight ago the bank ran full-page ads for a full week in Boston newspapers stressing the "hear and see" appeal of film and news shows "right in your own home." It sponsors a five-minute segment of news pictures, Wednesday through Sunday; a 10-minute period of newsreel highlights, Sundays, and an hour and half motion picture feature in the Alexander Korda "classics" series, also Sundays.

Firm, which also pioneered in use of radio, devotes remainder of ad to a summary of "trail-blazing" projects and its plan for financing TV set purchases.

Walter Lemmon Favors Foreign Advertising Use

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, last week told members of the Advertising Men's Post 209, American Legion, New York, that advertisers should identify themselves abroad, as a factor in promoting international goodwill.

International radio will eventually move into its proper place as a media of expressing American ideals, he added. Mr. Lemmon spoke on "How to Achieve International Goodwill" at the luncheon meeting, held June 21 in New York's Hotel Lexington.

"DAVID HARUM," currently heard Mon.-Fri. 10:45-11 a.m. on CBS, starting June 28 moves up to 3-3:15 p.m. Program is sponsored by B. T. Babbitt Inc., through Duane Jones Co. On same day CBS package serial, "Hilltop House," switches from 10:30-10:45 a.m. Mon.-Fri. to 3:15-3:30 p.m.

WANTED TO BUY

$250,000 to $300,000 RADIO STATION

Qualified buyer interested in purchasing a regional station—network affiliation—good earning record—medium-sized market located in any area other than New England or vicinity New York City. TV and FM development or possibilities unimportant. Confidential negotiations. Contact the nearest office of

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Clarence E. Wilson and	Ray V. Hamilton
1011 New Hampshire Avenue	Philip D. Jackson	235 Montgomery Street
NAtional 7405	Tower Petroleum Bldg.	Exbrook 2-5672
	Central 1177	

New Business

(*Continued from page 14*)

Virginia and North Carolina; Chalfonte-Haddon Hall plans use of television spots.

STANDARD OIL Co. of Indiana, for second straight year, will sponsor all Colorado U. football games over KOA Denver, starting Sept. 25.

THEATRE GUILD enters video spot announcement field with purchase of 20-second spot on Wednesdays, WPIX New York, starting June 30, to promote "Allegro," Guild-sponsored play. Believed to be first time spots bought to promote theatrical production. Contract, length of which not disclosed, placed through Blaine Thompson, New York.

CHASE & CAPRA PIPE FACTORY, Berkeley, Calif. (imported briar pipes), appoints Ad Fried Adv., Oakland, Calif., to handle advertising. Initial campaign includes announcements on KRE Berkeley, with additional stations to be added later.

E. FOUGERA, New York, (Cal-Rinex, medicine for hay fever), Aug. 8 starts six-weeks spot campaign on KMA Shenandoah, Iowa, WDBJ Roanoke, Va., and other stations not yet determined. Contract calls for at least 10 one-minute spots a week; was placed through Redfield & Johnstone, New York.

Network Accounts • • •

COLGATE-PALMOLIVE-PEET, New York, not renewing *Kay Kyser Show*, Sat. 10-10:30 p.m. on NBC, beyond current season. Retaining sponsorship of *Judy Canova* Sat. 9:30-10 p.m. on NBC, and *Can You Top This?* Fri. on NBC. Canova show changes to Kyser time and *Top This* to Sat. 9:30-10 p.m.

DENALAN Co., San Francisco (Dental Plate Cleanser), renews Fulton Lewis, jr. commentaries on eight Don Lee stations, Tues. and Thurs., 4:00-4:15 p.m. (PDST) for 13 weeks. Agency: Rhoades & Davis Adv., San Francisco.

CHARLES HIRES Co. July 18 cancels *Here's to You* Sun., 5:15-5:30 p.m. on CBS. N. W. Ayer & Son, New York, is agency. Reason for cancellation said to be curtailment in advertising budget.

HARTZ MOUNTAIN PRODUCTS, New York (bird food), Sept. 19 renews *Canary Pet Show*, Sun. 11:45-12 noon (PDST), on full Don Lee Network for 39 weeks. Agency: George H. Hartman Co., Chicago.

Adpeople • • •

SAMUEL H. CUFF, television consultant for Adam J. Young Jr. Inc., appointed to similar position at Allied Stores Corp., department store chain. Former manager of WABD New York, he last summer organized and supervised television caravan which visited 22 department stores throughout country under joint sponsorship of Allied Stores and RCA.

HERBERT H. HYMAN joins International Latex Corp., New York, as director of radio advertising and promotion, following his resignation as director of advertising for New Haven Clock & Watch Co.

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., elected chairman of Public Relations Committee, Automobile Manufacturers Assn., succeeding **PAUL GARRETT**, vice president and public relations director, General Motors Corp.

WORLD and CAPITOL LIBRARIES

WJZM

FULL-LEASED ASSOCIATED PRESS NEWS SERVICE

- RADIO HOMES SERVED ---------- 27,400
- CLARKSVILLE POPULATION ---------- 18,200
- POPULATION IN AREA COVERED ---------- 175,766
- ANNUAL RETAIL SALES ---------- *$55,262,000
- EFFECTIVE BUYING INCOME ---------- *$84,571,250

* Based on Sales Management Magazine "Survey of Buying Power" May 10, 1947

CONLAN SURVEY PROVES

40.4% MORNING—49.4% AFTERNOON—28.8% EVENING

Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM

WJZM

TENN. CLARKSVILLE,

Turntable

Mr. Wallace

WILLIAM WALLACE, former midwestern sales manager of John E. Pearson Co., Chicago radio representative, has been appointed to represent Frederic W. Ziv Co., Cincinnati, in Minnesota. Mr. Wallace has been associated with WLOL Minneapolis, as account executive, and with Weed & Co., Chicago. He also was national sales manager of KFBB Great Falls, Mont., and manager of KOVC Valley City, N. D. He will make his headquarters in Minneapolis.

BRUCE EELLS, president of Bruce Eells & Assoc., Hollywood packaging firm, is currently on three-months tour of stations throughout the country, in connection with transcribed "Layman's Call to Prayer" and other program properties.

FREDERIC W. ZIV Co., New York, has sold its "Guy Lombardo Show" to the following: Skeie's Jewelry Co., on KUGN Eugene, Ore.; Bemidji Beauticians, on KBUN Bemidji, Minn.; Warren Jewelry Co., on WCTT Corbin, Ky.; Peoples Bank, on WKIC Hazard, Ky., and KWAT Watertown, S. D., and KRIO McAllen, Tex.

Volupte Sponsors

VOLUPTE Compacts, New York, through its agency, Hirshon-Garfield, is planning to sponsor a quiz program on MBS, Thursdays, 8:30-9 p.m., starting about Sept. 16. Contract will be for 52 weeks. Specific program has not been decided upon as yet.

On All Accounts

(*Continued from page 10*)

Helen Hayes to appear regularly on *The Electric Theatre*, taking over the Sunday, 9-9:30 p.m. period on CBS. The network show, incidentally, is signed off locally in each area so that the company in that region will have the opportunity of establishing its sponsorship of the program in its community.

Rich in background experience, Ed Dunning's career includes a 22 year tenure at N. W. Ayer & Son, preceded by a seven year stint as Eastern advertising manager of Crowell-Collier's *Woman's Home Companion*. Prior to that he was associated for 13 years with the sales and advertising function of the F. W. Dodge Co. *Construction Reports*.

The Dunnings have four children and four grandchildren. Mr. and Mrs. Dunning live with their youngest son Johnny, 7, in their own home in Greenwich, Conn.

Hobby-less—for a hobby suggests a passing adeptness—Ed Dunning is a master at the piano and the spark at any social function. "He can make copy 'sing'," said one of his co-workers, "and he can do the same with people."

Practical Shop Training in

RADIO-Television or ELECTRICITY

in the Great Shops of **COYNE** in CHICAGO

Oldest, Largest, Best Equipped School of Its Kind in U. S.

COYNE trains you for steady, well-paid jobs in Radio Manufacturing, Servicing, Sound Systems, F.M. and Television. Hundreds of Graduates in the Industry. Also shop course in Electricity, including Motors, Power Plants, Wiring, Electronics. Mail coupon for FREE BOOK on field you prefer.

NOT "HOME-STUDY" COURSES!

All **Coyne** training is given in our shops. You work on actual full-size equipment under friendly instructors. Quick, Easy, Practical. GI Approved—finance plan for non-veterans.

FREE BOOK Check coupon below for big illustrated book on either RADIO-TELEVISION or ELECTRICITY, showing views of famous **Coyne** Shops and full details of training. No obligation. No salesman will call.

B. W. COOKE, Pres.
COYNE ELECTRICAL & RADIO SCHOOL
Dept. A8-31H,
500 S. Paulina Street, Chicago 12, Illinois

Your Choice of 2 Great Fields

Send FREE BOOK and details on course checked:

☐ RADIO-TELEVISION ☐ ELECTRICITY

NAME.....

ADDRESS.....

CITY.....STATE.....

"VIC" DIEHM SAYS:

We Dominate Our Coverage Area

Here are the results of a survey recently conducted by Robt. S. Conlan and Associates.

WAZL ---67.5%
Station A----2.6
Station B----2.3
Station C----7.0
Station D----9.2
Station E----1.9
Station F----2.4
Others ------7.1

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

"Cowboy Hymns"

"Cowboy Hymns," by The Texas Rangers, is the first album of its kind! This exciting new album by Bibletone features six outstanding cowboy hymn selections.

Just one more accomplishment of The Texas Rangers, America's largest and finest group, playing and singing Western tunes! They've built a national reputation that can be put to work for your client, through their top quality transcribed tunes. It's appropriate that The Texas Rangers music is transcribed vertically for high fidelity . . . America's only vertical cut transcriptions of Western music. You'll find them ideal for either FM or AM. They are priced right for your market, and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

News

HENRY DUPRE has been appointed special events director and consultant on television plans of WWL New Orleans.

ROBERT SNYDER, formerly with WRGB Schenectady, has been appointed director of special events and promotion director for WBCA Schenectady, WPTR Albany and its proposed TV station, WPTR-TV. All three stations are operated by Patroon Broadcasting Co.

CLIFFORD PORTER, formerly with WCED DuBois, and program director of WDAD Indiana, Pa., has joined WESA Charleroi, Pa., as news editor.

FRANK SILVA, former business manager of Topeka Baseball Club, and news editor of WICC Bridgeport, Conn., has been appointed news director of KTOP Topeka, Kan.

EUGENIA WOOLVERTON has been appointed assistant news director and director of social events of WNLK Norwalk, Conn.

GLENN ELLISON, football coach at Middletown High School, Middletown, Ohio, has been named summer sports announcer and newscaster of WPFB that city.

ROBERT W. BROWN, ABC news editor, has been named managing editor of "Columbus Ledger," Columbus, Ga. Appointment effective July 1.

BOB FERRIS, newscaster for KJR Seattle, was to leave Saturday, June 26, aboard U.S.S. Boxer for trip to Hawaii with Naval reservists, as guest of Secretary of the Navy.

ROBERT McKERNAN, news editor of WELI New Haven, Conn., is the father of a boy.

INDIANA FM NETWORK PLANS FALL SERVICE

INCORPORATION papers for Hoosier Network, new FM hookup, were filed with Henry County auditor June 18 following filing of articles of incorporation with Indiana secretary of state.

Incorporators of the network are Gardner J. Thomas, publisher of *The Marion Chronicle*, and holder of construction permit for WMRI Marion, president; Paul R. Bausman, editor and publisher of *Washington Herald* and owner of WFML Washington, vice president; Ed Ogborne, manager of WCTW New Castle, *The Courier-Times* station, secretary-treasurer, and Theodore Williams of the *Warsaw Times-Union*, holder of a construction permit in Warsaw; George S. Tatman, publisher of Connersville *News-Examiner* and head of WCNB Connersville; W. A. Vance of Crawfordsville *Journal-Review* and WFMU Crawfordsville; John C. DePrez of *Shelbyville News* and WSRK Shelbyville.

Network announces it expects to begin tests this summer with regular service available by fall. Plans now call for broadcasting of features of particular interest to Indiana listeners, including athletic events, musical presentations and special features.

Membership in the network will not necessarily be confined to outlets affiliated with newspapers, Mr. Ogborne said, and a number of other FM stations probably will be added later.

Wyoming Mayor Agrees To Waive Call Letters

MINNEAPOLIS' new 5-kw daytime station will be known as KEYD when it starts operation about Oct. 1—thanks to Mayor H. W. Noyes of Casper, Wyo. The mayor waived use of those call letters by the Casper police department after a request for their release from Minneapolis' Mayor Hubert H. Humphrey.

Family Broadcasting Corp., Minneapolis licensee, wanted KEYD call letters for promotion reasons, according to Lee Whiting, manager and part owner, and former general manager of WDGY Minneapolis. Mr. Whiting is now associated with the Lloyd William Nelson advertising agency. Promotion will stress theme that station "will be keyed to family listening."

W6XIS Is Considering Operating Commercially

INTERMOUNTAIN Broadcasting Corp., Salt Lake City, operator of KDYL and W6XIS (TV) is contemplating commercial operation July 1 for its television station, according to Harry Golub, TV director.

The rate card has just been issued, with basic one-hour rates based on: One time, $100; 13 times, $95; 26 times, $90; 52 times, $85.

WJZ-TV Tower

TOWER of WJZ-TV New York, due to start in August as key station of the ABC TV network, was erected atop New York's Pierre Hotel last week after postponement due to technical difficulties. The 8,000-pound, 80-foot antenna was delivered by truck from the RCA factory in Camden, N. J., in three sections, two for the understructure and one for the six-bay turnstile. The WJZ-TV transmitter with its special antenna delivers a video signal of 30 kw on Channel 7.

UNION SEEKING 'FDR' CALL FOR FM OUTLET

AUTHORITY to use the famed initials of the late resident Roosevelt as part of the call letters of its new FM station in New York was requested by the International Ladies Garment Workers Union last week in a letter to FCC.

Along with its request for assignment of WFDR as the call, ILGWU submitted a letter from Mrs. Eleanor Roosevelt reporting that members of her family have no objection to the union's use of her late husband's initials in identifying "some" of its FM stations. It was thought the union might also seek "KFDR" as call for its Los Angeles FM outlet.

FCC has had previous requests from broadcasters seeking "FDR" calls but has consistently refused to assign them. This policy was first adopted by the Commission during Mr. Roosevelt's administration and has been reaffirmed in the only instances that have arisen since his death. It appeared likely that the full Commission would be called upon to decide whether the policy should be waived in ILGWU's case, in view of the Roosevelt family approval.

The union's request was submitted through Unity Broadcasting Corp. of New York, its wholly owned radio subsidiary, and was handled by the Washington law firm of Cohn & Marks, Unity Washington counsel.

WEC-UE Agreement

AGREEMENT on modifications of existing Westinghouse-UE contract has been jointly announced by W. O. Lippman, WEC vice president, and James J. Matles, UE director for organization. Agreement provides for 8% wage increase for hourly employes, with minimum of 9c an hour. Salaried employes also receive 8% increase and additional compensation. Contract, retroactive to June 11 this year, is subject to approval of UE-Westinghouse Conference Board and union locals' ratification by July 1.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

FORD SPOTS
KOMO Dubbs Transcription For 64 Stations

) HERALD arrival of 1949 Ford Pacific Norhwest, Ford Motor , through J. Walter Thompson, ced schedule of spots on 64 sta- ns in Washington, Oregon and aho. When transcription was late arriving as deadline approached, chard E. Green, manager of na- nal sales and sales services for OMO Seattle, called Seattle office agency to find it had only e master copy of transcription. OMO was asked by agency to bb off spots and within three urs all 64 discs were ready.

AB'S SUMMER MEET ET FOR JULY 20-21

EORGIA Assn. of Broadcasters s scheduled its summer meeting r July 20-21 in Atlanta, accord- g to Ed Mullinax, WSAC Colum- s, secretary-treasurer of the AB. Headquarters will be at the enry Grady Hotel.

The two-day meeting includes ad- esses by J. Leonard Reinsch, anaging director of Cox Radio tations; Neville Miller, former AB president, now a Washington ttorney; Cy Langlois, president of ang Worth Feature Programs; ew Avery, Avery-Knodel Agency; en Akerman, consulting engineer; Varren Foster, Coca Cola Co.

Installation of new officers will ake place at the July 21 meeting. hey are: John Fulton, WGST At- nta, president; Dean Covington, ROM Rome, vice president; Tom arr, WIBB Macon, secretary- reasurer.

Gaeth Wins Award

RTHUR GAETH, ABC commen- tor sponsored by United Elec- ical, Radio and Machine Work- s, has won the 1948 Radio Award the Voice of Freedom Commit- e. The presentation will be made night (June 28) at the Hotel cAlpin in New York. Mr. Gaeth's mmentaries for UE are the first be sponsored by a labor union on year-round network basis.

FAB PROTEST

Interference Charged To Cuba

PROTEST to the State Dept., FCC and Congress over increasingly bad interference from Cuban stations was directed at the Feb. 19 meeting of the Florida Assn. of Broadcasters, held at Orange Court Hotel, Orlando.

Interference is "growing worse as a result of loud signals emanating from Cuban stations," it is stated, on local regional, semi-clear and Canadian shared channels.

Cuban stations are putting directional antennas into operation, "some of which are defective and do not maintain their approved patterns as reported by NARBA," according to the resolution.

The association recommended that an FCC engineer be assigned to the U. S. Consulate at Havana "with instructions to work with all Cuban authorities for the purpose of promoting the best interests of American and Cuban broadcasters by having Cuban stations erect and maintain directional antennas for the protection of Florida stations and that the representatives of the U. S. Government at the next session of NARBA take such steps and do everything possible to encourage or require such protection to the Florida stations."

The resolution was proposed by W. Walter Tison, WALT Tampa.

New officers elected by the association were: William G. McBride, WDBO Orlando, president; W. Wright Esch, WMFJ Daytona Beach, first vice president; Garland Powell, WRUF Gainesville, second vice president; Jack Rathbun, WORZ Orlando, secretary-treasurer; Reggie Martin, WFTL Fort Lauderdale, and Tom Cullough, WMBM Miami Beach were elected directors.

Next semi-annual meeting will be held in December at Tampa. The invitation was extended by Mr. Tison.

Glenn Marshall, WMBR Jacksonville, retiring president of FAB, was awarded a plaque for outstanding service.

Importance of radio's audience in the "possibly more competitive future" was brought out at a session addressed by Harold Fair, NAB Program Department director, and J. Allen Brown, assistant director, Dept. of Broadcast Advertising.

Mr. Fair described the Standards of Practice, which become effective July 1, explaining they were designed to protect listeners. The standards are "neither soft nor tough," he said, declaring they should be applied with "enlightened self-interest."

Mr. Brown reviewed trends in the sales field and described activities and services of the Dept. of Broadcast Advertising.

Television and FM were discussed by the association with J. Woodrow Magnuson, WBEN Buffalo, leading a session on video and Frank Gunther, Radio Engineering Labs., speaking on FM networks. WNDB Daytona Beach and WHOO Orlando demonstrated FM off-the-air networking and its possible use for special events and during hurricanes. Warren O. Johnson, Weather Bureau forecaster, discussed dissemination of weather information.

Jack Prosser, WKAT Miami Beach, said Florida broadcasters expect to install a 1 kw shortwave transmitter to transmit hurricane warnings. These would be picked up by standard stations and rebroadcast as public information.

FAB approved a summer program of in-service training for radio students at the U. of Florida. Students who finish their junior year would be selected to work in stations without pay.

S. DAKOTA STATION ASSOCIATION FORMED

ELECTION of officers, adoption of a constitution and discussion of a state-wide network were chief items of business at meeting of newly formed South Dakota Broadcasters Assn. held June 13 at Vermillion.

Constitution was adopted by the group which elected A. A. Fahy, manager KABR Aberdeen, president; Robert Tincher, manager WNAX Yankton, vice president, and Irving R. Merrill, director of KUSD, the U. of South Dakota station at Vermillion, secretary-treasurer.

The possibility of establishing a state-wide network for special South Dakota events was discussed and may become a reality pending further developments, Mr. Merrill said.

Headquarters of the organization will be the president's office and all records and reports will be at KUSD in custody of the secretary, it was reported.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KBIM WIBK

ANY WAY YOU LOOK AT IT

KNOXVILLE'S BEST BET is

WIBK

Represented by

DONALD COOKE, INC.

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

Industrial employment in Mississippi in 1947 was 67% higher than in 1939 and approximately 11% greater than in 1946. Year by year Mississippi's effective buying income has steadily increased.

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

LOOKING FOR PROGRAMS?
Most Local Shows Beat Network Shows on High-Hooper
KOIL
SERVING
OMAHA & Council Bluffs
BASIC ABC • 5000 WATTS
Represented by
EDWARD PETRY CO., INC.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

FCC Actions

(Continued from page 82)

Decisions Cont.:

WTNB-FM Birmingham to 12-15-48; KONG Alameda, Calif., to 9-22-48; KSCJ-FM Sioux City to 11-30-48; KXOK-FM St. Louis to 11-3-48; KDTH-FM Dubuque to 1-8-49; WISE-FM Asheville to 10-1-48 KRED Eureka, Calif., to 11-30-48.

WQQY and WQQZ, WTAR Radio Corp., Area Norfolk, Va.—Granted licenses for new remote pickup stations.

KTLA Hollywood—Granted mod. CP to change name to Paramount Television Productions Inc. Same for W6XLA Area of Los Angeles, and W6XYZ Pasadena, Calif.

Gulfport Bcstg. Co. Inc., Area Pensacola, Fla.—Granted CP new remote pickup station.

KOKJ Billy Averitte Laurio, Area Jacksonville, Tex.—Granted reinstatement of CP new remote pickup station.

KUHI Mojave Valley Bcstg. Co., Area Barstow, Calif.—Granted reinstatement of CP new remote pickup station.

KZXQ Alamo Bcstg. Co. Inc., San Antonio, Tex.—Same and also granted license to cover.

WHSF Madison, Wis.—Granted mod. CP to change frequency to 91.3 mc and make changes in ant. system.

WFAR Quincy, Ill.—Granted mod. CP for approval of ant. and trans. location, and to specify studio location.

WNBS Murray, Ky.—Granted mod. CP for approval of ant. and studio locations.

WWYO Pineville, W. Va.—Same.

KIHN Hugo, Okla.—Granted mod. CP for approval of ant. and trans. locations.

KCLW Hamilton, Tex.—Granted mod. CP to change studio location.

Leonard B. Brown, Kerrville, Tex.—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations.

Mountain Empire Bcstg. Corp., Marion, Va.—Granted mod. CP for approval of ant. and change trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as indicated: KROF Abeeville, La., to 7-16-48; KFKA Greeley, Col., to 9-28-48; KVRS Rock Springs, Wyo., to 7-15-48; KOMO-FM Seattle to 9-16-48.

WSOH Area of Columbus, Ohio—Granted license covering change in power.

W5XPH Albuquerque—Granted license covering new exp. television relay station.

KTRW Area Hollywood—Granted license for new remote pickup station.

Wayne M. Nelson Inc., Area Fayetteville, N. C.—Granted CP for new remote pickup station.

KPIX San Francisco—Granted mod. CP to make ant. change and increase ERP to 29.9 kw vis.

WBEZ Chicago—Granted mod. CP to change ERP to 15 kw and make changes in ant. system.

WFAX Lamar A. Newcombe, Falls Church, Va.—Granted mod. CP to change type of trans. and change trans. and studio locations conditions.

Following were granted mod. CPs for extension of completion date as indicated: W2XTA Area New York to 9-30-48; WHAT-FM Philadelphia to 12-10-48; WNAW-FM Milwaukee to 10-8-48; WRRN-FM Warren, Ohio, to 8-23-48; KYFM San Antonio to 12-22-48; KIDO-FM Boise, Idaho, to 9-11-48; WFHR-FM Wisconsin Rapids to 9-15-48; WFBR-FM Baltimore to 9-30-48; WHB-FM Kansas City to 9-13-48; WGOR Ft. Lauderdale, Fla., to 12-1-48; WMCF Memphis to 9-1-48; KTUL-FM Tulsa to 11-29-48; KWRL Riverton, Wyo., to 7-16-48; KEIO Pocatello, Idaho, to 11-1-48; WNEW New York to 1-28-49; WSAR Fall River, Mass., to 7-15-48; WWXL Peoria, Ill., to 9-30-48.

Following were granted mod. CPs for extension of completion date as shown: WBCK Battle Creek to 8-2-48; WEGO Concord, N. C., to 10-1-48; WEOL Elyria, Ohio, to 10-1-48; KWBB-FM Wichita, Kan., to 11-27-48; WTHI-FM Terre Haute to 11-5-48; WTOA Trenton to 10-10-48; WLAP-FM Lexington, Ky., to 10-30-48; KOIN-FM Portland to 9-16-48; WBSM New Bedford to 8-27-48; WAND-FM Canton to 9-15-48; WSAU-FM Wausau, Wis., to 9-11-48; WKCJ Utica to 10-25-48; KFVD-FM Los Angeles to 10-27-48; WRAK-FM Williamsport, Pa., to 9-30-48; WFBG-FM Altoona to 8-1-48; WAAT-FM Newark to 7-10-48; WGPA-FM Bethlehem, Pa., to 7-1-48; KPRC-FM Houston to 6-27-48; WDNC-FM Durham, N. C., to 9-25-48; WWDX Paterson, N. J., to 7-15-48; WGPA-FM Bethlehem, Pa., to 7-1-48; WNDX Paterson to 7-15-48.

June 22 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

WTAN Clearwater, Fla.—License to cover CP new standard station.

Modification of CP

KDSH Boise, Idaho—Mod. CP increase power, etc. for extension of completion date.

License for CP

KTRI Sioux City—License to cover CP change frequency, increase power, etc.

Modification of CP

KWWL Waterloo—Mod. CP new standard station to change frequency from 1320 to 1330 kc, change hours from D to unl. and increase power from 1 kw to 5 kw, install DA-DN. AMENDED to make changes in DA.

Acquisition of Control

WBET Brockton, Mass.—Involuntary acquisition of control of licensee corporation from the estate of S. H. Rich and Florence L. Rich deceased to Charles L. Fuller.

License for CP

WVOM Brookline, Mass.—License to cover CP new standard station.

Modification of CP

KFVS Cape Girardeau, Mo.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

KOPR Butte, Mont.—License to cover CP new standard station, increase power etc.

WBBR Staten Island — License to cover CP increase power, etc.

AM—1430 kc

Roxboro Bcstg. Corp., Roxboro, N. C.—CP new standard station on 1230 kc, 100 w unl. AMENDED to change frequency to 1430 kc, power to 1 kw, hours to D.

License for CP

WTWS Clearfield, Pa.—License to cover CP new standard station.

WMRA Myrtle Beach, S. C.—Same.

WTND Orangeburg, S. C.—Same.

AM—930 kc

Center, Tex.—CP new standard station 1490 kc, 250 w unl. AMENDED to change frequency to 930 kc, power to 1 kw, hours from unl. to D.

License for CP

KVNU Logan, Utah—License to cover CP change frequency, increase power etc.

KWNW Wenatchee, Wash.—License to cover CP which authorized new standard station.

Modification of CP

WMOB-FM Mobile, Ala.—Mod. CP new FM station for extension of completion date.

WSFA-FM Montgomery, Ala.—Same.

WGAA-FM Cedartown, Ga.—Same.

WNEX-FM Macon, Ga.—Same.

FM—106.1 mc

WLET Toccoa, Ga.—CP to change frequency from 102.9 mc to 106.1 mc.

Modification of CP

WKRS Waukegan, Ill.—Mod. CP which authorized new FM station for extension of completion date.

FM—102.9 mc

The Tower Realty Company, Cumberland, Md.—CP for new FM station (Class B) on 102.9 mc, Channel 275, ERP 2.5 kw, and ant. height above average terrain 1487.3 ft.

Acquisition of Control

WBET-FM Brockton, Mass.—Involuntary acquisition of control of permittee corporation from Estate of S. H. Rich and Florence L. Rich, deceased to Charles L. Fuller.

Modification of CP

WJIM-FM Lansing, Mich.—Mod. CP new FM station for extension of completion date.

KFAM-FM St. Cloud, Minn.—Same.

WFMI Portsmouth, N. H.—Same.

Transfer of Control

WPOE Elizabeth, N. J.—Involuntary transfer of control of permittee corporation from Eleanor M. Brodesser, executrix of estate of Frederick A. Brodesser, deceased, to Robert C. Crane by sale 360 sh. common stock (60 %).

License for CP

WWDX Paterson, N. J.—License to cover CP which authorized new FM station.

Modification of CP

WIST Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

WEGO-FM Concord, N. C.—Same.

WKBN-FM Youngstown, Ohio—Mod. CP new FM station to change ERP from 19 kw to 20.6 kw, decrease ant. height above average terrain to 509 ft.

License for CP

WGPA-FM Bethlehem, Pa.—License to cover CP which authorized new FM station.

Modification of CP

WFLN Philadelphia—Mod. CP which authorized new FM station for extension of completion date.

WRZE York, Pa.—Same.

License for CP

WKPT-FM Kingsport, Tenn.—License to cover CP new FM station.

Modification of CP

WJKX Jackson, Tenn.—CP new FM station for extension of completion date.

WSIX-FM Nashville—Same.

TV—180-186 mc

International Bcstg. Corp., Shreveport, La.—CP new commercial television station, Channel 8, 180-186 mc, ERP 24 kw, aur 13 kw and unl.

TV—174-180 mc

Appalachian Co., Scranton, Pa.—CP new commercial television station Channel 7, 174-180 mc, ERP of vis. 2.78 kw, aur. 1.46 kw unl.

TV—186-192 mc

Capitol Bcstg. Co., Nashville—CP new commercial television station, Channel 9, 186-192 mc, ERP of vis 28.6 kw, aur 14.3 kw unl.

TV—180-500 mc

Eugene P. O'Fallon Inc., Denver—CP for new experimental television station to be operated on 480-500 mc, power of vis 1 kw (peak pulse power), 200 kw, aur 1 kw emission A5 and special and hours in accordance with Sec 4.131(b) and 4.163.

TENDERED FOR FILING

TV—186-192 mc

Gifford Phillips, Denver—CP new new commercial television station, Channel 9, 186-192 mc, ERP of vis 27.9 kw, aur 13.9 kw.

TV—180-186 mc

Press-Union Publishing Co., Atlantic City—CP new commercial television station, Channel 8, 180-186 mc, ERP vis 1.0 kw, aur 0.5 kw.

TV—186-192 mc

Corning Leader Inc., Corning, N. Y.—CP new commercial television station, Channel 9, 186-192 mc, ERP vis 0.65 kw, aur 0.66 kw.

TV—192-198 mc

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—CP new commercial television station, Channel 10, 192-198 mc, ERP vis 2.4 kw, aur 1.4 kw.

TV—76-82 mc

WPTF Radio Co., Raleigh—CP new commercial television station, Channel 5, 76-82 mc, ERP of vis 16.6 kw, aur 8.3 kw.

TV—186-192 mc

WMPS Inc., Memphis—CP new commercial television station, Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw.

. . . 1948 . . .
New— —Original
SPECIAL FEATURE PROGRAM CAMPAIGNS
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Than Ever!
In hundreds of cities and towns . . .
IN OVER 18 STATES!
Inquiries invited anywhere!
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SINCE 1936
P. O. Box 1224
Denver, Colorado

AM—1200 kc

KWHK Hutchinson, Kan.—CP to change hours from D to unl., frequency from 1190 to 1260 kc, change type of trans. and install DA-N using power of 1 kw DN.

AM—1420 kc

Chester County Bcstg. Co., a partnership of David Ginsburg, Morris Singer, William S. Halpern and Louis N. Seltzer, Coatesville, Pa.—CP new standard station on 1420 kc 1 kw unl. DA-N.

AM—1340 kc

James Madison Bcstg. Corp., Orange, Va.—CP new standard station on 1340 kc 250 w unl.

June 23 Decisions . . .

BY A BOARD

License Renewal

WMIT Winston-Salem, N. C.—Granted renewal of license for period ending Dec. 1, 1950.

WROB West Point, Miss.—Same for period ending Feb. 1, 1951.

KYOR San Diego, Calif.—Same for period ending May 1, 1951.

WJJD Chicago—Same for aux. trans. for period ending May 1, 1951.

WSM-FM Nashville, Tenn.—Granted renewal of FM station license for period ending Dec. 1, 1949.

Adopted order denying petitions of Warner Bros. Pictures Inc., Pawtucket Bcstg. Co., Television Calif., KPOJ Inc., Westinghouse Radio Stations Inc. and WDIN Inc. and dismissed their appearances and statements in matter of amendment of Sec. 3.606 of rules; further ordered that appearances and statements of United Bcstg. Co. and Don Lee Bcstg. Co. and statement of Warrant Bcstg. Co. be dismissed.

June 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRMS Ware, Mass.—Mod. CP new standard station for extension of completion date.

KNOB Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

License for CP

WOKZ-FM Alton, Ill.—License to cover CP new FM station.

Modification of CP

WCUO Cleveland—Mod. CP new FM station to change ERP from 20 kw to 1.24 kw, change ant. height above average terrain to 574 ft.

WDHN New Brunswick, N. J.—Mod. CP new FM station for extension of completion date.

WMGW-FM Meadville, Pa.—Same.

TV—66-72 mc

Farnsworth Television and Radio Corp., Fort Wayne, Ind.—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 16 kw, aur. 10 kw unl.

TV—204-210 mc

KPOJ Inc., Portland, Ore.—CP new commercial television station Channel 6, 204-210 mc, ERP vis. 2.84 kw, aur. 1.42 kw unl.

License for CP

W2XMB WPIX Inc., New York—License to cover CP new exp. television station and to add A-5 emission.

W2XPO WPIX Inc., New York—License to cover CP new exp. television relay station and to add A-5 emission.

AM—550 kc

KAFY Bakersfield, Calif.—CP change frequency from 1490 to 550 kc, increase power from 250 w-DN to 1 kw-DN, install DA-N.

AM—1490 kc

KTKR Taft, Calif.—CP change frequency from 1310 to 1490 kc and change power and hours of operation from 500 w-D to 250 w-DN. (Contingent upon KAFY being granted change of facilities.

AM—1240 kc

Parish Bcstg. Corp., Minden, La.—CP new standard station 1240 kc, 250 w unl. AMENDED re officers, directors and stockholders.

Modification of License

WCRB Waltham, Mass.—Mod. license to increase power from 500 w to 1 kw (1330 kc).

SSA—770 kc

KOB Albuquerque, N. Mex.—Extension of special service authorization to operate on 770 kc, 25 kw-N 50 kw-D unl. for period beginning 3 a.m. (EST). Aug. 24.

AM—1410 kc

WJOC Jamestown, N Y.—CP change from 1470 kc to 1410 kc, change power and hours from 1 kw-D to 1 kw-DN install DA-DN.

AM—1600 kc

Payne County Bcstrs., Cushing, Okla.—CP new standard station 1600 kc 500 w-D.

Modification of CP

KTEN Wichita Falls, Tex.—Mod. CP new standard station to increase power from 1 kw-DN to 5 kw-D 1 kw-N (1290 kc).

Modification of CP

WTIC-FM Hartford, Conn.—Mod. CP changes in FM station for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.

WFAM Lafayette, Ind.—Same.

KCKN-FM Kansas City, Kan.—Same

WBET-FM Brockton, Mass.—Same.

WSAR-FM Fall River, Mass.—Same.

WHYN-FM Holyoke, Mass.—Same.

WCMW-FM Canton, Ohio—Same.

KONO-FM San Antonio, Tex.—Same.

TV—82-88 mc

Jacksonville Bcstg. Corp., Jacksonville, Fla.—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 19.8 kw, aur. 10.2 kw unl. AMENDED to change ERP to vis. 19.4 kw, aur. 10 kw.

Modification of CP

WFIL-TV Philadelphia—Mod. CP new commercial television station to make ERP changes from vis. 17.2 kw, aur. 9.3 kw to vis. 27 kw, aur. 13.4 kw.

TV—82-88 mc

Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 19.2 kw, aur. 9.6 kw unl. AMENDED to change ERP to vis. 19.7 kw and aur. 9.8 kw.

APPLICATION RETURNED

Assignment of License

KVOW Littlefield, Tex.—Voluntary assignment of license from J. C. Rotwell to Southwestern Bcstrs., partnership composed of J. C. Rotwell and J. B. McShan. RETURNED June 22.

TENDERED FOR FILING

Assignment of License

KSMA Santa Maria, Calif.—Consent to assignment of license to John H. Poole.

AM—1300 kc

Montclair Bcstg. Co., Montclair, N. J.—CP new standard station 1300 kc 40 w-N 50 w-D and limited time.

Modification of CP

WBEL Beloit, Wis.—Mod. CP increase power from 500 w to 1 kw-D (1380 kc).

BOWERY VIDEO
Alcohol Won't Reign In SA Barroom

WORLD-WEARY residents of New York's Bowery, who have seen a little too much of everything, haven't really seen anything yet. Any day now they may see a sign in the window of the Salvation Army's Red Shield Club reading thus: "Repent Ye and Be Saved—Wrestling Matches on Television Every Wednesday Night."

The Army, continually at odds with Demon Rum, last week announced plans to fight the Devil with his own weapons by installing a video receiver in the Bowery Club—out of public donations. Strict rule of the Club is that no one who has been drinking anything more potent than ginger beer may enter—thus eliminating attendant alcoholic hazards.

"The Corps Reporter," official newsletter of the New York Salvation Army, reasoned: ". . . many a sincere man, determined not to drink, has been lured into the barroom 'just to watch the television', and has ended up, days later, seeing . . . snakes."

GERMAN SCHOOL SET DRIVE STARTS JULY 4

NAB's "Shower of Silver" campaign to raise funds for the purchase of radio sets for German schools in U. S.-occupied areas will get under way July 4. The project was authorized by the association's board at the request of occupation authorities.

Package of one-minute and five-minute scripts has been sent to stations. The scripts urge listeners to contribute silver coins, and to wrap them in a dollar bill if a piece of paper doesn't happen to be handy. Money is to be sent to stations.

Endorsement of the NAB fund-raising campaign has been given by Kenneth C. Royall, Secretary of the Army, and Gen. Lucius Clay, in charge of occupation forces. Radio Mfrs. Assn. will cooperate in making available receiver models capable of handling desired wavelengths. Theme of the campaign is, "A shower of silver now may prevent a hail of lead later."

Revision of FMA By-Laws To Be Voted on in Sept.

REVISION of FM Assn. by-laws under terms of a board resolution will be undertaken by a five-man committee which will report to the board by July 27, since amendments must be circulated to the membership 30 days in advance. The membership will vote on proposed changes at the Sept. 27-29 FMA convention in Chicago.

Members of the committee are George Arnold Jr., WTAD-FM Quincy, Ill.; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Thomas F. McNulty, WMCP Baltimore; Ray E. Dady, KWK-FM St. Louis; Frank A. Gunther, Radio Engineering Labs. Resolutions calling for by-laws revision were adopted at two regional meetings earlier in the year.

FM—104.1 mc

Mohawk Bcstg. Co., Mason City, Iowa—CP new FM station on 104.1 mc Channel 281, and ERP 1.15 kw.

TV—66-72 mc

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 16 kw, aur. 8 kw.

TV—180-186 mc

Tulsa Bcstg. Co., Tulsa, Okla.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 18.5 kw, aur. 9.25 kw.

Acquisition of Control

WGEM Quincy, Ill.—Acquisition of control of one-third interest of permittee corporation by Quincy Newspapers Inc. and one-third interest by Illmo Bcstg. Corp.

(*Continued on page 93*)

A PAYING PROPOSITION

Ask the Katz Agency

CBS 560 kc.

A RADIO HEAD— —LINER

Montana-born, educated

WENDELL NILES

CBS Announcer

MONTANA HEADLINERS

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

Promotion

TELLING your neighbor, if not loving him, will pay dividends to KMPC Hollywood's listeners in station's new "Tell Your Neighbor" contest. Contestants must call neighbors and acquaintances, explain what (KMPC) program they are listening to, and suggest that they tune in, too. List of those called is then to be turned in to the station. Ten persons boasting longest list of "neighbors" will be rewarded with Stromberg-Carlson table model radios.

WRVA Trophies

AWARDING of duplicate trophies to honor Virginia's outstanding collegiate back and lineman has been established by WRVA Richmond, Va. WRVA trophies will be given to back and lineman who poll highest number of votes over full season of play. Winner's name will be engraved on each trophy, and he will have possession of award for a year. Awards will be made at annual banquet of Richmond Sportsmen's Club, following nomination of 1948 all-state football team. A golden key, suitably engraved, also will be given to each winner as a permanent reminder of the award.

TV Food Demonstration

ADVANTAGES and possibilities of television medium for food preparation and sale were demonstrated in special booth designed by General Mills Inc. and engineers of Twin City Television Lab., at National Convention of Home Economist. Convention was held at Minneapolis Auditorium, June 21-24. Among features of the "live" demonstration were audience participation gimmicks, food demonstrations lifted from GE home kitchens, product presentations and merchandising picture-story, using stills. Demonstrations ran three to four hours a day, using TCTL's DuMont two-camera field chain.

Convention 'Reserved Seats'

HALF-PAGE announcement was run in Baltimore "Sun" prior to last week's Republican convention to inform readers of "three reserved seats at the convention." These are: (1) "To Read—the Sunpapers"; (2) "To See—WMAR-TV"; (3) "To Hear—WMAR-FM." Announcement carried pictures of persons covering the convention for the paper and its stations, and also presented diagram of how TV woud cover Convention Hall.

KWTO Float Requested

FREEDOM FLOAT prepared by KWTO Springfield, Mo., for use in local Freedom Train welcome parade [BROADCASTING, June 21], has been requested for Simon Bolivar parade at Bolivar, Mo., July 5, KWTO reports. This parade will have wide coverage, station says, and wil be reviewed by President Truman and Romulo Gallegos, president of Venezuela. Occasion is presentation of statue of South American liberator, Bolivar, to his name-sake city by Republic of Venezuela.

Official Slogan

FIVE-LETTER phrase has been adopted by WSPD-TV Toledo, Ohio as its official slogan. Phrase, "The World in Your Home," will appear on station's call letters, which are used on air for visual identification and in all advertising and promotional copy. Slogan was picked because it highlights two important features of television: "It will deliver most complete picture yet devised of happenings in the world and will bring this picture directly into the home."

Young Script Writers

BOYS AND GIRLS in Kansas City have been invited by Larry Ray, baseball announcer of KCKN that city, to try their skill at writing radio script. Youngsters are asked to write a 30-word radio commercial announcement on "Why I Like Franklin XX Ice Cream Best of All." Ice cream company sponsors pay-by-play baseball broadcasts and offers 100 prizes to contest winners. Prizes include bicycles, baseballs, baseball gloves, hats, and tickets to local games. Contest runs through July 17 and top winners will be invited to read their winning commercials over the air on baseball broadcast.

WBT Singers

"IF YOUR sales are hitting a sour note," WBT Charlotte, N. C., is suggesting the "Arthur Smith Quartet" in latest mailing piece. Four caricatured singers around a WBT mike are singing "Nothing could be finer than to be in Carolina in the morning" and balloon from last singer adds, ". . . with an 11.4 rating!" Printed matter gives additional information about the station and program.

Membership Cards

MEMBERSHIP cards to "1480 Club" of WISL Shamokin, Pa., have been distributed to listeners of that station. Pocket-size card fits into billfold and reads "This certifies that _____ is a member of '1480 Club' with all rights and privileges to submit requests, offer suggestions, and to participate in all functions planned by the Club director." Card is signed by Charles R. Petrie, Club's director.

'Knot Hole Club'

TO KEEP up their interest in sports, Fred Haney, KLAC Hollywood baseball announcer, has formed a "Knot-Hole Club" for boys under 18. Club curricula includes various contests throughout the year, attendance at Hollywood Stars baseball games, and baseball "clinics" coached by Mr. Haney and a Stars' player, at various playgrounds. To join, boys must write Mr. Haney for membership card.

WBBM Results

RESULTS obtained by Wieboldt's, Chicago department store, through advertising on WBBM Chicago are being presented in two color piece distributed by WBBM. White lettering on front says, "No wonder WBBM has been Chicago's most sponsored station for 22 years!" "WBBM gets results you can bank on . . ." is announced inside with statistics showing the results obtained by use of WBBM and "Melody Lane" program. Hat full of money and WBBM mike are shown with sponsors running across the top of the page filling their hats with money.

CBS Analyses Costs

ILLUSTRATED BOUND BOOK, consisting of 18 pages in which CBS analyses costs per listener, has been distributed to the industry by the network. Titled "The Second Most Important Thing in Radio," book includes colored folder describing major improvements in facilities made by CBS stations since 1941.

KIRO Program Ads

NEWS-STYLE advertisements were recently placed in local papers by KIRO Seattle, to launch "Housewives' Protective League" in Seattle. Ad was placed in lower left corner of page one, where KIRO announced that "HPL, well-known for its outstanding work in protecting consumers against sharp and unfair marketing practices," would "move into action locally this week." At end of four-paragraph ad, it was disclosed that League's findings would reach public through daily "HPL" broadcasts on KIRO.

WWL's Awards

"BULLS, BOARS and BOYS," is slogan of new WWL New Orleans, promotion piece. Letter-size bulletin features pictures of three young boys with their animals who received WWL's Louisiana Livestock Improvement Awards for outstanding herds. Picture of WWL's farm-caster, Gordon Loudon, making presentations to the boys also is on bulletin, with message concerning his program, and awards that are presented to 4-H Club members who have done best work with their herds during year.

'Uncle Bill'

"WE SLIPPED . . . and they made us holler 'uncle'," says WTOP Washington in two-color piece it has released to promote popularity of "Uncle Bill Jenkins." Text tells how name of "Uncle Bill" was changed and immediately listeners started protesting. Name was, of course, changed back and now listeners and advertisers are happy again. Sponsor testimonial and wisdom of advertising of WTOP follow.

Radio Pamphlet

IN EFFORT to help graduating students plan vocational pursuits, CJCA Edmonton, in cooperation with Alberta Junior Chamber of Commerce, has sent an eight-page folder to Alberta Department of Education, listing opportunities for young people in radio broadcasting. Pamphlet is well illustrated, and deals with all jobs at radio stations, as well as giving details of how a program is produced. Last page of pamphlet deals with qualifications for various posts at station.

Promotion Personnel

GEORGE BRISTOL, senior sales presentation writer of CBS, has been named manager of presentation division of CBS sales promotion and advertising department. **PATRICIA SCHERTZINGER** has replaced **TOM PAPICH** as head of research for CBS sales promotion department, Hollywood. Mr. Papich resigned to become business manager for Frank Fortier Productions, same city. Miss Schertzinger has been with CBS since 1946, and for past 15 months has been clerical assistant to Mr. Papich.

TONY MOE, formerly with KELO Sioux Falls, S. D., has been appointed sales promotion manager of WCCO Minneapolis.

GEORGE E. LEDELL Jr. has joined KFI Los Angeles promotion department. He was former copy chief of War Assets Administration's Los Angeles advertising division, and before that, copy writer for Commonwealth Edison Co., Chicago.

MARY LITTLE, former editor of radio column "Airglances," in Des Moines "Register and Tribune," has joined Radio Theatre of KRNT Des Moines, as publicity director.

W. GILMOUR CLARK has been appointed press and information representative of Canadian Broadcasting Corp. at Vancouver, succeeding **PAT KEATLEY**, who goes to London, England, to do radio and news work there.

ELLIOTT, DALY & SCHNITZER Adv., San Francisco, has been appointed to handle trade and consumer advertising for television station KPIX San Francisco. Station is scheduled to come on the air after first of the year.

LARRY LOWENSTEIN, WINS New York publicity manager, is the father of a girl, Barbara Ann, born June 14.

DANNY WEBB, radio-video comedian, will read the funnies each Sunday afternoon (4:05-4:30 p.m.) on WPIX, New York News television station, in a series titled "Comics on Parade."

Screen Guild Head Hits TV 'Shoestring' Economy

"PRESENT shoestring economy of video operators seems incongruous," in view of TV's revenue potentialities, Gene Martel, chief of the New York Directors Guild, declared in an address June 17 before the newly-formed National Film Council.

Deploring the "continued televising of old films" and the "garbage collecting that has been going on" as harmful to television, Mr. Martel said, "The sooner television people realize (it) is a cinematic medium and start gauging their economy accordingly, the better off they will be."

Kendall Foster, TV director for William Esty & Co., New York, stressed the importance of television film producers adjusting their prices to advertisers' budgets. He said that in the present stages of video development, there was a need for price reduction in films.

Other speakers at the meeting were Norman Blackburn, NBC director of television programming, and Ed Evans, CBS film director. Melvin L. Gold, director of advertising and publicity for National Screen Service, was elected chairman of the Film Council, and Bob Wormhoudt, of Telecast Films Inc., was named secretary-treasurer. Both will hold office until next fall.

WNAC-TV Boston Starts Experimental Programs

WNAC-TV Boston has announced plans for formal opening August 15 with a full schedule of video programs.

First test pattern was carried June 19 according to Linus Travers, executive vice president and general manager. Experimental programming last week included pooled broadcasts from Republican Convention and interviews with leading candidates which were filmed by *Life* magazine.

WNAC-TV is on Channel 7 (174-180 mc), with transmitter and tower located at Medford, Mass. Licensee is the Yankee Network.

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH 29.75 Plus 10% Tax
• WRIST WATCH • TELEMETER
• STOP WATCH • TACHOMETER

INCABLOC SHOCK RESISTANT FEATURE
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ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125
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ADLEW JEWELERS Dept. R
117 W. 42d St., N. Y. 18
MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. a) 132 W. 42d St., N. Y. 18

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EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

FCC Actions

(Continued from page 91)

June 24 Decisions . . .

BY A BOARD

FM Authorizations

Granted CPs for three Class A and two Class B FM stations; issued CPs in lieu of previous cond. for five Class B stations (See story this issue).

Extensions Granted

WMGN Morgantown, N. C.—Granted extension of completion date to Oct. 20 for new FM station.

McPherson Bcstg. Co. Inc., McPherson, Kan.—Granted 6 mo. extension of time in which to submit application showing new trans. site on cond. that applicant commence interim operation within such period.

FM—101.9 mc

Southeastern Bcstg. Co. Inc., Sylacauga, Ala.—Granted 90-day authority for interim operation on Channel 270.

Hearing Designated

Debs Memorial Radio Fund Inc., Radio Corp. of Board of Missions and Church Extension of Methodist Church, Crosley Bcstg. Corp., Atlantic Bcstg Co. and Ebbets McKeever Exhibition Co. Inc., New York—Designated for consolidated hearing five applications for Class B stations.

CP Replaced

Intermountain Bcstg. Corp., Salt Lake City—Granted CP to replace expired permit which authorized Class B FM station, subject to completion of construction by Sept. 1.

John F. Easley, Ardmore, Okla.—Granted CP to replace expired permit which authorized Class B FM station, subject to completion of construction by Sept. 1.

Modification of CP

WHDL Inc., Olean, N. Y.—Granted mod. CP to change studio location from Olean to Allegany, N. Y., waiving Sec. 1.205(a) to permit station to identify itself as Olean station.

Grant Vacated

Elmer A. Benson, St. Paul, Minn.—Ordered that application for cond. grant for Class B FM station authorized on June 11, 1947, be vacated, and application dismissed for failure of prosecution.

Springtime City Bcstg. Co., Clearwater, Fla.—Ordered that application for cond. grant authorized July 17, 1947, be vacated and application dismissed for failure of prosecution.

Allocation Change

Ordered that revised tentative allocation plan for Class B FM stations be amended by deleting from Selma, Ala., Channel 239 and substituting therefor Channel 222.

FM—91.7 mc

Univ. of Minnesota, Minneapolis—Granted CP new FM educational station, Channel 219 (91.7 mc), 4.4 kw, 210 ft. ant.; estimated cost $22 669.

Exp. TV—504-510 mc

National Bcstg. Co. Inc., Washington, D. C.—Granted CP for new experimental TV station in Washington; will utilize ant. tower of its commercial TV station WNBW.

Modification of CP

KLAC-TV Los Angeles—Granted mod. CP to specify studio site and make slight move in trans. site of station, and increase vis. power to 28.1 kw and ant. height to 2954 ft.

Hearing Designated

WNBT New York—Designated for hearing application to increase ERP of vis. trans. from 7 kw to 15.2 kw, increase aur. power from 5.75 kw to 7.61 kw, and change types trans.

Donroy Bcstg. Co., California Inland Bcstg. Co., McClatchy Bcstg. Co., Television Fresno Co. and KARM The George Harm Station, Fresno, Calif.—Designated for hearing in consolidated proceeding five applications for commercial TV stations in Fresno.

The Troy Record Co., Troy, N. Y.—Designated for consolidated hearing with applications for TV stations in Albany, application of Troy Record Co.

Guy Gannett Bcstg. Services, and Oliver Bcstg. Corp., Portland, Me.—Designated for consolidated hearing applications for new TV station.

Assignment of License

WBHB Fitzgerald, Ga.—Granted voluntary assignment of license of WBHB from J. Paul Stone and R. M. Ward Jr. to Benn Hill Bcstg. Corp., newly formed Georgia corporation, for $42,000.

KYNO Fresno, Calif.—Granted voluntary assignment of license from Robert Schuler, Sheldon Anderson and Lester Eugene Chenault partnership, to new partnership composed of same three partners and new partner, Bert Williamson, who will acquire 10% interest for $3,704.

KSON KWFM San Diego, Calif.—Granted consent to assignment of license for AM station KSON and CP for FM station KWFM from John Gordon Studebaker and John Ward Studebaker to new partnership composed of same two partners and new partner, C. Fredric Rabell, who will acquire 14.55% interest, contributing $11,500 to assignee partnership.

Transfer of Control

KCOL Fort Collins, Col.—Granted consent to voluntary transfer of control over The Northern Colo. Bcstg Co. from its present stockholders, none of whom controls majority of licensee's capital stock, to one of stockholders J. Herbert Hollister, who will then hold 58%, for $26,800.

Amendment Disallowed

KFBI Wichita, Kan. — Disallowed amendment to application for assignment of license of station KFBI to KFBI Inc. because it was filed after time limit under AVCO rule expired.

AM—950 kc

Leaf Chronicle Co., Clarksville, Tenn.—Granted CP new station 950 kc 1 kw-D; engineering cond; estimated cost: $9650.

AM—1350 kc

KGHF Pueblo, Col.—Granted CP increase power from 500 w-N 1 kw-LS to 1 kw-N 5 kw-D, change trans. location and install DA-N; engineering cond.

Petition Granted

KLIK San Diego, Calif.—Granted petition in part for (a) deletion of CP to operate on 740 kc 5 kw-D and (b) dismissed application for additional time; and (c) deletion of CP for FM station at San Diego. Applicant must file petition requesting dismissal in accordance with Sec. 1.366 for its television application as this has been designated for hearing and cannot be withdrawn by simple request.

STA Denied

WHOD Homestead, Pa.—Denied request for special temporary authority to operate for 6 mos. at site other than one specified in CP and with ant. of height less than minimum requirements.

Petition Granted

WIL St. Louis—Granted petition in full for leave to amend application and grant same as amended, without further hearing, to change operating assignment of station WIL from 1230 kc 250 w unl. to 1430 kc 5 kw unl. DA-2 (as amended to specify change in DA-N), change trans. site and install new trans.

Modification of CP

KXRX San Jose, Calif.—Granted mod. CP to make changes in DA.

ACTIONS ON MOTIONS
(By Commissioner Jones)

Philco Corp. and Philco Television Bcstg. Corp., jointly and Allen B. DuMont Labs. Inc.—Granted petitions for leave to intervene and participate in proceeding in matter of American Telephone & Telegraph Co. and The Western Union Telegraph Co. charges and regulations for television transmission services and facilities.

Hugh Francis McKee and KBPS Portland, Ore.—Continued hearing on applications of McKee and KBPS from June 29-30 to Sept. 1-2 (hearing to be in Portland, Ore., as previously scheduled).

Frequency Bcstg. System Inc., Shreveport, La.—Granted petition for indefinite continuance of hearing on application for CP pending filing of petition for reconsideration and grant by petitioner, and determination thereof.

June 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KBUC Corona, Calif.—Mod. CP new standard station for extension of completion date.

AM—960 kc

WELI, Connecticut Radio Foundation, Inc., New Haven, Conn.—CP increase power from 1 kw DN to 5 kw-D 1 kw-N.

AM—990 kc

WSTS Southern Pines, N. C.—CP increase power from 250 w to 1 kw.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,681 licensed, 355 construction permits, 284 applications in pending file, 301 applications in hearing; FM—141 licensed, 108 conditional grants, 783 CPs (of which 417 are on air under special temporary authority) 47 applications pending, 45 applications in hearing; television —seven licensed, 101 CPs (of which 30 are on air), 283 applications pending of which 184 are in hearing.

Modification of CP

WIKK Erie, Pa.—Mod CP new Standard station for extension of completion date.

AM—1340 kc

WHAT Philadelphia — CP increase power from 100 w to 250 w.

Modification of CP

WLAD-FM Danbury, Conn.—Mod. CP new FM station for extension of completion date.

WGBS-FM Miami, Fla.—Same.

WEFM Chicago—Same.

WMAQ-FM Chicago—Same.

WEBQ-FM Harrisburg, Ill.—Same.

WMLL Evansville, Ind.—Same.

License Renewal

WCLT Newark, Ohio—License renewal FM station.

Modification of CP

WOI-FM Ames, Iowa—Mod. CP new noncommercial educational station for extension of completion date.

TV—66-72 mc

KTAR Bcstg. Co., Phoenix, Ariz.—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 1.53 kw, aur. 0.85 kw unl. AMENDED to change ERP to vis. 15.3 kw, aur. 7.65 kw.

The Houston Post Co., Houston, Tex.—CP new commercial television station Channel 4, 66-72 mc, FRP vis 17.1 kw, aur. 9 kw unl. AMENDED to change ERP to vis. 14.5 kw aur. 7.2 kw.

TV-Exp. Relay

Allen B. DuMont Lab. Inc., Oxford, Conn.—CP new exp. television relay 7100-7125 mc, power 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

Modification of CP

W9XG Purdue U., Layfayette, Ind.—Mod. CP new exp. television station for extension of completion date.

W8XRF W8XRG, The Evening News Assn., Detroit—Same.

TV-Exp. Relay

Memphis Pub. Co., Memphis, Tenn.—CP new exp. television relay station 6950-6975 mc, power of 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163. Also CP new exp. television relay station on 6875-6900 mc, 0.1 w, emission A5.

License Renewal

KPDR Alexandria, La.—License renewal AM station.

WRLD Lanett, Alabama—Same.

WVVW Fairmont, W. Va.—Same.

TENDERED FOR FILING

TV—198-204 mc

Congress Square Hotel Co., Portland, Me.—CP new commercial television station on Channel 11, 198-204 mc, ERP 30.5 kw, aur. 15.25 kw.

Modification of CP

WONO Oneonta, N. Y.—Mod. CP change frequency from 1110 to 900 kc, change trans. and studio location from Oneonta to Saratoga Springs, N. Y., and change name from John Nazak and Joanne May Levko partnership d/b as Oneonta Bcstg. Co. to John Nazak and Joanne May Levko, partnership d/b as Saratoga Bcstg. Co. Using power of 250 w-D.

FM STATIONS DELETED

KAMT Agricultural and Mechanical College of Texas, College Station, Tex.—Deleted FM station on Channel 252, 98.3 mc, 210 w.

KTRK Tribune Pub. Co., Pratt, Kan.—Same for Channel 261, 100.1 mc, 902.5 w.

WBRK-FM Greylock Broadcasting Co., Pittsfield, Mass.—Same for Channel 268, 101.5 mc, 12 kw.

WGES-FM Radio Station WGES, Chicago—Same for Channel 229, 93.7 mc, 20 kw.

WHBJ Hudson Bcstg. System Inc., Mount Vernon, N. Y.—Same for Channel 294, 106.7 mc, 300 w.

WRPA Radio Projects Inc., Syracuse, N. Y.—Same for Channel 297 107.3 mc, 8.5 kw.

WSWN-FM Seminole Bcstg. Co., Belle Glade, Fla.—Same for Channel 221, 93.1 mc, 1 kw.

Hearings Before FCC . . .

JUNE 28
AM Hearing

KWTO Springfield, Mo.—CP 560 kc 5 kw unl. DA-N.

Party respondent: WIND Chicago, KFDM Beaumont, Tex., KLZ Denver.

Oral Argument

In matter of promulgation of Secs. 3.109, 3.241, 3.641 containing special rules relating to contracts providing for reservation of time upon sale of stations.

JUNE 29
TV—Hearing

In matter of amendment of Sec. 3.606 of Commission's rules and regulations.

Before Commission en banc in Dept. of Commerce Auditorium at Washington.

JUNE 30
AM—Hearing

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 w unl.

Party respondent: WNOE New Orleans.

JULY 1
AM—Hearing

Blackhawk Bcstg Co., Sterling, Ill.—CP 1240 kc 100 w unl.

WTAX Springfield, Ill.—Same.

The Shelbyville Bcstg. Co., Shelbyville, Ill.—CP 1250 kc 250 w-D.

Parties respondent: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Moline, Ill.; KBIZ Ottumwa, Ia.; KWLC Decorah, Ia.; KDEC Dubuque, Ia.; WIBU Poynette, Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardau, Mo.; WEBQ Harrisburg, Ill.; KWOS Jefferson City, Mo.; WGL Fort Wayne, Ind.; WMAW Milwaukee.

JULY 2
AM—Further Hearing

WIL St. Louis—CP 1430 kc 5 kw (DA-2) unl.

Parties respondent: KLO Ogden, Utah; WLAK Lakeland, Fla.

L. A. Speech by Oxarart Covers Program Ratings

TO EVALUATE radio properly there is the necessity for evaluation of a program in terms of cost per 1,000 families rather than in ratings, Frank Oxarart, CBS Hollywood network sales director, last week advised Southern California Advertising Agencies Assn. in Los Angeles in a discussion of "How to Make Radio Pay Off." "A network is to a radio program," said Mr. Oxarart, "what tracks are to a train."

In explaining the CBS use of Neilsen, he said it was a truer reflection of national listening, because it cut across all types of homes rather than restricting itself to cities in which all four networks are represented. The speaker also showed the comparative coverage of all four networks as reflected by BMB studies. Based upon this coverage, Mr. Oxarart concluded that there are two kinds of networks insofar as coverage is concerned—CBS and NBC, and ABC and MBS.

At Deadline ...

BAR GROUP WOULD UPSET FCC TV ALLOCATION TABLE

DRIVE to upset FCC's new policy on changes in television channel-allocation table was launched by Federal Communications Bar Assn. Friday in petition for chance to be heard in connection with proceedings which start tomorrow (Tuesday) on proposed new video allocations (see story page 38).

FCBA spokesmen contend new policy, which would call for separate rule-making proceedings to pass upon proposed departures from established allocation table [BROADCASTING, March 29], as written would give FCC too much discretion over whether or not persons seeking changes will be heard. They argue allocation table should be used only as guide, and that new policy in present form could nullify Supreme Court's Ashbacker ruling that mutually exclusive applications are entitled to comparative consideration.

Resolution opposing new procedure was adopted by FCBA Executive Committee, and special committee headed by Eliot Lovett drew up petition and is preparing brief. Mr. Lovett predicted FCC would consent to hear bar group, and said several members of his committee were prepared to present arguments. Named by FCBA President Carl I. Wheat, committee is composed of Chairman Lovett, Guilford S. Jameson, William C. Koplovitz, Philip G. Loucks, Neville Miller, and W. Theodore Pierson.

NETWORK LOSSES LISTED

STEEP upward revisions in early estimates of commercial time sales lost during GOP convention reported Friday by major networks. Latest totals: CBS, $155,000; MBS, $25,000; ABC, $25,779. NBC had spent $101,000 through Wednesday night; final figures unavailable (earlier story page 22).

MAGNAVOX TV LINE

MAGNAVOX Co. Fort Wayne, Ind., announced entry into video field at trade showing in New York Friday, held to display new television sets, priced from $299.50 to $1750. Line features Magnascope screen, with 12½ in. flat-faced, aluminized tube.

UP TO EXPERTS

GOV. THOMAS E. DEWEY has definite ideas on radio regulation (story on page 21) but he hasn't made up his mind on all phases of television. At news conference in Philadelphia Friday, he was asked what part TV will play in Presidential campaign. GOP nominee said, "I'm afraid that's a question I can't answer. I'll have to leave that to the experts. I'm only one of the victims." That he relied on radio for convention news was borne out when he declared he had no knowledge that other candidates planned to withdraw until hearing Sen. Bricker on the radio. "It was one of the most moving experiences of my life," Gov. Dewey said.

KROW QUESTIONED ON PROMISES VS. PERFORMANCE

SHELDON F. SACKETT, president of KROW Oakland, Calif., questioned extensively on variances of AM-FM application promises and performance at further FCC hearing Friday in Washington on San Francisco television applications (early story page 32). Richard C. D. Bell, assistant general manager of station, related proposal to buy $100,000 in stock if TV is granted. Money would come from trust provided by father.

Hearing to resume Monday with CBS to present Adrian Murphy, vice president and general executive, and D. W. Thornburgh, vice president in charge Western Division. Television California to present data on experimental operation through George P. Adair, Washington consulting engineer.

CBS SEEKS EXCEPTION TO 5-STATION TV LIMIT

CBS ASKED FCC to rule that five-station limit on common ownership in television not apply to CBS minority interests in Washington and Los Angeles. Alternative: that two minority holdings be considered equivalent of one station.

Subject to FCC consent, CBS has acquired 49% interest in Los Angeles video outlet of The Times-Mirror Co. (KTTV) and sold 55% interest in WTOP Washington to Washington *Post*. CBS retains 45% non-voting interest in WTOP Inc., new operating firm, which is seeking TV outlet in Capital. Network is licensee WCBS-TV New York and has applications pending for Boston, Chicago and San Francisco (see story page 38).

KANSAS CITY, WILLIAMSPORT TV APPLICATIONS FILED

TWO NEW commerical television applications filed with FCC Friday:

Kansas City—Twentieth Century-Fox Co. of Missouri, Channel 9 (186-192 mc), effective radiated power 27.5 kw visual, 13.7 kw aural, antenna height above average terrain 503 ft. Initial cost $721,000, first year cost of operation $700,000, revenue $300,000. Applicant has requests pending for Boston, San Francisco and Seattle, plans to file soon for St. Louis.

Williamsport, Pa.—WRAK Inc. Channel 13 (210-216 mc), 3.13 kw visual, 1.57 kw aural, antenna 1,322 ft. Initial cost $122,500, first year operating cost $50,000, revenue $6,000. Applicant is licensee WRAK and WRAK-FM Williamsport.

NAB ADOPTS PLAN TO AID GERMAN SET FUND DRIVE

PO Box in Washington for contributions in $100,000 campaign for purchase of radio sets for German schoolrooms arranged by NAB. Purpose is to simplify collection of donations by listeners to member stations, also to contravene possible station policy forbidding direct collection. In emergency cases, listeners may send donations to Silver Shower, Post Office Box 7810, Washington, D. C.

DEMOCRATS CHOOSE RADIO

RADIO will be used heavily by Democratic Party through The Biow Co., it was learned last week. Exact budget is unknown, but understood Hatch Act 3 million dollar maximum is critical factor.

PAY IS HIGHER

TWO FCC officials to get higher pay than Commissioners under new pay increase of $350 per year for federal employes. William J. Norfleet, chief account, and Benedict P. Cottone, general counsel, to get $10,305 compared to $10,000 specified by law for Commissioners. Post of FCC executive officer, specially created after war, also pays $10,305 but post is vacant. It formerly was held by Charles S. Heineman, once director of Foreign Broadcast Intelligence Service and now at Northwestern U.

GIANTS NIGHT GAMES MOVED

NIGHT games of New York Giants, starting July 6, will be telecast by WPIX New York instead of WNBT New York, which will continue to broadcast Giants afternoon home contests. Liggett & Myers Tobacco Co., New York, sponsor of all video coverage of Giants. Agency is Newell-Emmett Co., New York. Move frees WNBT, key station of NBC-TV network, from conflicts between ball games and regular weekly network evening video shows.

TRUMAN WAS WATCHING

PRESIDENT TRUMAN had "ringside" seat to witness nomination of Gov. Thomas E. Dewey, who will oppose him during November elections, White House divulged Friday. President watched Republican convention name his challenger over television set in his White House study after dinner Thursday. He also heard and viewed Mr. Dewey as he made acceptance speech.

Closed Circuit

(Continued from page 4)

KLAC-TV Los Angeles. They contend $1,000,000 price is worth of two standard stations (KLAC and KYA) and no attempt is being made to buy video license; also that their demonstrated public service record with KFWB Los Angeles is example of what they will do in video.

DON'T COUNT Sen. Clyde M. Reed (R-Kans.) out of running as successor to retiring Sen. Wallace H. White Jr. (R-Me.) in chairmanship of radio-interested Senate Interstate Commerce Committee. Sen. Charles W. Tobey (R-N. H.) has appeared slated to get it but hasn't committed himself on whether he's willing to give up important Banking & Currency Committee chairmanship. Sen. Reed wants it. He and Sen. Tobey have identical service in Senate (since January 1939), though New Hampshire fireball also has had six years in House. If contest develops it will be up to Senate to select chairman, and it's believed regular Republican Reed would win.

IF MADAME Comr. Frieda Hennock takes FCC office July 1 as anticipated, she may get quick baptism in video allocations hearings. With retiring Comr. Durr gone, Chairman Coy not sitting on some phases (story page 38), and Comrs. Walker and Webster in Europe, there'll be times when she's needed for quorum. Hearing starts two days before her term begins; it's up to her whether she participates.

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!

Robin Hood *Enriched* **Flour**

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS, MINN.

March 9, 1948

Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the South carrying "Queen For A Day" radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programing and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

William King, Jr.

By William King, Jr.
Advertising Manager

WK:smd

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY

Crosley Broadcasting Corporation **WLW**

PRINTED IN U.S.A.

500 Stations—So What?

by Edgar Kobak
President, Mutual Broadcasting System

So—It's the World's Largest Network

WITH its 500th station, added this month, Mutual's coverage is now greater than it has ever been. Our May 1 daytime Listenability figure, including dual affiliates, is 29,895,000; and our nighttime Listenability (groundwave-plus-skywave) coverage, including duals, is 30,370,000 radio homes.

This means that more people than ever before can hear Mutual programs—and they are better programs than ever before. Several thousand men and women (at headquarters and on the staffs of our stations) contributing ideas, common sense and hard work and supported by ample financing, have built a successful network service for the people of the nation. And, these men and women are filled with a desire to serve—they are putting their hearts into the daily task of entertaining, informing, developing a sounder nation.

So—Values and Advantages

Because of the 500 stations, the listener benefits. To the advertiser, too, 500 stations mean values and advantages. We have on the presses, a new booklet which tells the "500 Station" story in maps and charts and not too many words. You will find it interesting and you will be surprised at the progress made. (It surprised even me.) Write for your copy—it answers the "So What?" with facts and figures.

So—The Lowest Cost for Coverage

Increased coverage, we said, means advantages to the advertiser. Add increased listening and the result is that advertisers get, on Mutual, the lowest cost for coverage (overall cost as well as cost-per-1000 homes) of any network. Here are two examples:

HALF HOUR evening, Full Network, full discounts, 52-week basis...32 cents per 1000 homes covered per broadcast.

QUARTER-HOUR daytime strip, full network, full discounts, 52-week basis...50 cents per 1000 homes for 5 broadcasts.

Mutual remains the best buy among networks...the one which gives the advertiser the most value for his radio dollar.

So—Mutual-Don Lee's $3,000,000 Studios

An outstanding example of men, women, ideas and money building a network is the modern and beautifully-equipped Hollywood studio building into which Don Lee has just poured a cool three million dollars. No description could do justice to these studios and offices—but everyone who has seen them (and that includes many Mutual station people) knows what we mean when we say they are the finest, most up-to-date, best equipped studios in the world. And they are part of what "500 Stations" mean—better program facilities for the advertiser and better programs for the listener.

So—Top-Drawer Coverage of the Conventions

To bring to the American people a running and dramatic picture of events at the political conventions, all four networks have put a great deal of time, thought, effort and money into arrangements for their broadcasting. Here are some highlights of what Mutual is doing:

We are assigning a total of 55 commentators, correspondents, newscasters and technicians to the job of reporting the conventions: among these top-rank men are Fulton Lewis, Jr., Albert Warner, Cecil Brown, William Hillman, William Shirer, Cedric Foster, Bill Cunningham, Bob Hurleigh and Henry La Cossitt; we are setting up two newsrooms at Convention Hall and the Bellevue Stratford under the direction of Milt Burgh, our News Chief, and Jack Paige, our Special Events Chief. We have placed batteries of mikes on the floor of the convention and in candidates' headquarters.

And the result? From Mutual, the nation's listeners will get a completely detailed story of democracy at work—of our way of life functioning for the greatest good of the greatest number.

Another major contribution which the 500-station network is making is its support of and co-operation with the Advertising Council. As you know, the Council has been fighting the battle of our way of life on many fronts—for instance, *against* disease and intolerance, *for* education and understanding—and the way in which all radio has co-operated has been nothing short of inspiring.

So—Leading Sports Programs

Over the 500-Station network is broadcast a long and never-ending parade of outstanding sports events. To mention just a few crammed into a short period of weeks: there was the 500-mile Indianapolis Speedway Race; there was the Graziano-Zale battle for the championship; there will be the All-Star Baseball and Football Games; the Williams-Beau Jack lightweight championship fight; and the most dramatic of all, there will be the World Series. All are Mutual exclusives—and from them listeners get countless hours of excitement and entertainment.

So—Toward a New Approach to Network Rates

We believe there is real need for a new approach to rates and rate-making. Consequently, we have started a basic rate study which will be made available to all networks and stations. Radio, when it was much younger, established certain rate standards, methods of arranging discounts and combinations of certain time periods to develop volume business. Undoubtedly, this rate structure had much to do with the industry's progress and growth. Perhaps our methods of charging for time are sound, but after 25 years, we should take a new look. I have no hesitancy in doing this since I had a hand in the early development of the rate structure.

So—The Broadcasting Code

At the NAB Convention held last month in Hollywood, the industry adopted a new Code of Standards. As a result, listeners are bound to get better programs, more pleasure out of radio.

Mutual is proud that it was able to contribute some constructive thinking to this Code. The Preamble makes a reality of our thought, expressed la January in one of our advertisement in these words: "...perhaps there i something which comes before a Cod ...maybe we need a 'Ten Command ments' of broadcasting to reflect ou deep-down desire to be worthy of ou trust."

So—New Business and Renewal

Proof of Mutual's increasing valu to advertisers is to be found in th new business written and renewals o accounts. Here is the record for th months of March-April-May—a record we think, of which any network ma well be proud:

New Business: Johns-Manville U. S. Tobacco, the National Council of the Protestant Episcopa Church, R. B. Semler (additiona days in their schedule), Shotwell Mfg. Co., Teen-Timers, Inc. an the First Church of Christ Scientis

Renewals: Armour & Co., D.L. W. Coal, Cole Milling, Philip Morris, Mutual Benefit Healt and Accident, Quaker Oats an Williamson Candy.

So—Progress in Television

In past advertisements we told some thing of the *station* progress in Mutual TV picture—what stations are alread in operation, where we have station building. We have a total of some 3 TV affiliates—operating, under construction and with C.P.'s.

Now here is the *regional network* picture: our Don Lee station in *Hollywood* is already in operation; applications are in for *San Francisco* and *San Diego;* around these three will be built our West Coast regional network; our Mid-West Regional will center around WGN-TV *(Chicago)* which is in operation; and we will have an Eastern Regional Network built around our Yankee station in *Boston* and WOR's stations in *New York* and *Washington.* The ultimate objective is to co-ordinate these regional operations into a nation-wide network—which will put Mutual in the vanguard of this great new medium.

We will gladly answer any questions pertaining to any of the subjects discussed on this page.

MUTUAL BROADCASTING SYSTEM

World's Largest Network